Anh Tran

in www.linkedin.com/in/anhtran13

✉ vatr0213@gmail.com

📱 0625146732

📍 Amsterdam, The Netherlands

ABOUT ME

A MSc Data Science graduate with a combined skill set of structured and unstructured data analysis, deep learning, and communication. With strong problem-solving skills, adaptability, and a collaborative nature, I am driven to deliver impactful data solutions for business and societal advancements.

SKILLS

- Python
- R
- SQL
- PyTorch
- PySpark
- Jupyter, Google Colab, VS Code, RStudio
- Git
- SPSS
- Qualtrics
- SEO & ASO
- Ad campaigns

EXPERIENCE

SEP 2021 - FEB 2022

data.ai

MOBILE MARKETING INTERN, MOBILE APP

Developed the user base of apps in multiple countries exceeding the year's target via:

- Consistently managing and optimizing advertising campaigns on multiple channels (Google Ads, Meta Ads Manager, TikTok Ads, among others).
- Enhancing web and app store presence strategically through SEO and ASO. Developing and implementing keyword strategies.
- Researching the mobile app space for growth opportunities.
- Proactively A/B testing elements of persuasive communication in copywriting, which led to higher conversion rates at a lower cost per install.

Collaborated with the Customer Success team in engagement with Vietnamese clients.

EDUCATION

SEP 2022 - JUL 2023

University of Amsterdam

MASTER INFORMATION STUDIES - DATA SCIENCE

Master's Thesis: *Signs of Gentrification - Analyzing Amsterdam's Storefront Signage with Machine Learning and Street View Imagery* - Grade: 8.5

Courses:
- Fundamentals of Data Science
- Statistics, Simulation and Optimization
- Big Data
- Applied Machine Learning
- Applied Forecasting in Complex Systems
- Information Retrieval

SEP 2021 - AUG 2022

Utrecht University

MINOR: APPLIED DATA SCIENCE

- Fundamentals of data science and visualization in R.
- Programming in Python.

SEP 2019 - AUG 2022

University of Amsterdam

BACHELOR COMMUNICATION SCIENCE

Graduated Cum Laude with Honours.

SEP 2018 - AUG 2019

Amsterdam University of Applied Sciences

INTERNATIONAL BUSINESS (HBO PROPAEDEUTIC)

PROJECTS

ACADEMIC PROJECTS

Master Information Studies - Data Science, UvA

- Regression analysis of the UN General Debate statements for the relationship between international trade and nations referencing each other, using Pandas & NLTK.
- Multi-class classification of food images by fine-tuning EfficientNetV2 in PyTorch.
- Machine learning pipeline in PySpark for classification of high- vs. low-rated movies, from loading and preprocessing data, to training a random forest classifier.
- Forecasting future demand given historical sales data from Walmart (the M5 dataset), comparing performance between statistical approaches and machine learning.

EVALUATING MOBILITY POLICY EFFECTIVENESS

for the Municipality of Amsterdam - Mobility Department (Data Systems Project 2022 -2023, UvA)

- Quantifying the effects of road closure as a potential sustainable mobility policy.
- Time series and statistical analysis of the effect on other modes of transportation.
- Visualizing the effects on surrounding streets in a data dashboard.

'SUSTAINABILITY MONTH'

for the Municipality of Amsterdam's Smart Mobility project (Honours Programme 2020 - 2021, UvA)

Award: Top 3 ideas developed for the Smart Mobility project.

- Evaluating methods of minimizing carbon footprint in Amsterdam, gaining thorough understanding of stakeholders' needs and objectives.
- Developing the communication campaign 'Sustainability Month', in which engagement of the target group is emphasized.

CO-CREATIVE ENTREPRENEURSHIP PROJECT 'PANLERY'

Amsterdam University of Applied Sciences

Position: Head of Marketing

- Planning the marketing of product within a budget and time frame.
- Delegating tasks to the marketing team members.
- Designing the company's website on Shopify.
- Overlooking progress and reviewing deliverables.