

LINH CAO

Philadelphia, PA

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EDUCATION

Drexel University, LeBow College of Business

Master of Science in Business Analytics

- GPA: 4.0

Philadelphia, PA

Anticipated March 2024

Academy of Finance

Bachelor's degree, Finance and Banking

- Academic Excellence Award for Scientific Research

Hanoi, Vietnam

May 2020

SKILLS

- Technical skills: Python, R, SQL, Data Visualization (Tableau, Matplotlib, Microsoft Power BI), Machine Learning, Big Data Technologies (PySpark, Databricks, Apache Hadoop, Apache Spark), Cloud Computing Platforms (Microsoft Azure, Google Cloud).
- Other skills: Marketing tools & CRM software (HubSpot, Google Analytics, Salesforce), Reporting, Graphic Design, Project Management, Microsoft Office Suite (Excel, PowerPoint, Word, Outlook, Teams), Agile tools (Jira, Confluence), Strategic Planning.

CERTIFICATES

- [Microsoft Azure Data Scientist Associate](#)
- [Google Analytics Individual Qualification](#)
- [Machine Learning Specialization](#)
- [Deep Learning Specialization](#)
- [Advanced Google Analytics](#)
- [Convolutional Neural Networks in TensorFlow](#)

EXPERIENCE

CMC GLOBAL, Vietnam

Communication Specialist (Analytics-based role)

Jul 2021 – Aug 2022

- Conducted market research on B2B demands, competitors, and IT trends in the Japanese and Asian-Pacific markets, resulting in successful A/B tests, webinars, and trade fairs that generated 1,300 potential B2B leads and contributed to a 17% cost reduction and 12% boost in marketing ROI, with 15 sales contract conversions within a year.
- Collected and vetted customer data from IT trade fairs and digital sources to ensure quality for marketing database inclusion, then designed an automated pipeline to monitor lead transitions from marketing to sales, tracking the sales funnel and customer lifecycle seamlessly.
- Utilized SQL to extract data from the extensive marketing database and, leveraging tools like Microsoft Power BI, Google Analytics, and HubSpot, visualized key insights encompassing customer behaviors, campaign ROI, engagement patterns, churn analysis, lead sources, and response metrics, thereby crafting actionable reports for informed regional executive decision-making.
- Extended the company's public outreach by managing online content in both Vietnamese and English across multimedia platforms, including the website, LinkedIn, Facebook, newsletters, and press releases.
- Won "Best Performer of the Year", granted to fewer than 1 % of employees.

VIGLACERA CERAMIC TILES, Vietnam

Marketing Specialist (Analytic-based role)

Sept 2019 – Mar 2021

- Python, SQL, and Microsoft Excel to gather and process large-scale data from stakeholders and sales & marketing departments, incorporating quality checks to ensure data accuracy and derive comprehensive insights into product and customer buying trends.
- Analyzing historical sales and marketing data to develop time series forecast models that predicted monthly performances across acquisition channels informed the deployment of seven multifaceted marketing and promoting campaigns that brought 2,000 new customers and bolstered online revenue by 80%.
- Conducted extensive market research on competitors, competitive products, customer characteristics & behaviors (both B2C and B2B), utilizing these insights to optimize trade marketing strategies and achieve a 10% reduction in operational costs of trade marketing.
- Utilized text mining techniques with NLTK to analyze survey data and discern sentiment in customer reviews, which informed the R&D department's product design adjustments, new product line launches, and enabled crafting of precise brand messages and targeted segmentation strategies.
- Leveraged Microsoft Power BI, integrated with Salesforce and Excel data sources, to extract and visualize key marketing and sales metrics, creating tailored reports that were pivotal in executive-level discussions and collaborations with business partners.

IPCOMS MULTIMEDIA, Vietnam

Business Analyst Intern

Sept 2018 – Jun 2019

- Gathered critical information from interviews and surveys with various stakeholders, conducted quantitative & qualitative analysis, and effectively communicated insights by data storytelling to cross-functional team members for final solutions provided to customers.
- Identified areas for enhancement in analytics procedure and reporting tools to improve work efficiency in 5 management consulting projects.

PROJECTS

Aviation Performance Enhancement Project: Data-driven Analysis and Predictive Modeling for Arrival Delays – A Business Consulting Project

- Led student consultant team of four at LeBow College of Business, crafting a predictive ML model for flight delays, offering insights to a client specializing in software development and data science.
- Managed a massive 32-million-record US aviation dataset, amalgamating varied data sources, ensuring data purity, and applying intricate feature engineering using MySQL and dBeaver.
- Leveraged Tableau for thorough Exploratory Data Analysis (EDA), and utilized classification models to forecast delays within small operating airlines, aiming to systematically curtail monthly and yearly delay ratios, enhancing overall operational efficiency and customer experience.

Data-Driven Forecasts for Savings Account Openings in Banking Marketing

- Utilized classification models in ML with hyperparameter tuning and feature selection technique to predict customer deposit openings, amplifying the efficacy of bank's targeted marketing campaigns.
- Conducted feature importance analysis using SHAP values to determine key drivers of customer deposit behavior, enabling precision in refining marketing strategies and enhancing ROI.

Analyzing Garment Worker Efficiency through PySpark

- Utilized PySpark to develop and implement regression algorithms aimed at predicting the productivity of workers in a garment manufacturing company.
- Enabled proactive decision-making and strategy development to optimize the workflow within the manufacturing unit, leading to significant improvements in operational efficiency.

Price Prediction and Listing Optimization for New York City Properties

- Utilized various ML models such as Linear Regression, Gradient Boosting, and Random Forest to uncover correlation between NYC listing factors and its price, selecting the best performing model to predict the price of listings with specific listing's features.
- Communicated findings to stakeholders by creating clear and concise visualizations with Seaborn and Matplotlib, providing actionable recommendations for property owners to improve their listings and increase booking success.