

DUONG DUC TRINH

CAREER OBJECTIVE

A dynamic and goal-oriented professional with a proven track record in Sales, Fintech, and Data Analysis in Manufacturing. Recognized for my strategic mindset and strong communication skills, I thrive in roles that challenge me to drive growth and exceed targets. Motivated by continuous learning and a passion for data-driven decision making, I am actively seeking a Data Analyst role where I can leverage my expertise, and contribute to the company's success in a dynamic, fast-paced environment.

WORK EXPERIENCE

Rochdale Spears Group

Jun 2023 - Aug 2024

Data Analyst

- Utilized Excel, and Power BI to conduct sales and marketing insights reports from Shopify, Google Analytics, and other social media platforms' data
- Responsible for populating and controlling inventory updates and driving data accuracy for Salsify and E-commerce portals such as Shopify, Wayfair for Sonder Living US
- Implemented RFM analysis model with Python, categorized customers into different segments to offer reasonable discounts for each group
- Utilized Excel to calculate BOM for demand planning manager
- Deployed and maintained the new SSR & SPO reports for the Customer Service team to provide the product/package information to the customers
- Colaborated with IT team for unified data management project, focused on building new KMS
- Maintained and updated the sales forecast, sales trend weekly report and its Power BI dashboard
- Worked closely with other departments such as Commercial, Product Development,... for all data requests

Grab Vietnam (Grab Financial Group)

May 2022 - Jan 2023

Sales Specialist (Partner Acquisition Coordinator)

- Contacted partners to consult them for applications of unsecured loans from VietinBank, contributed 50% of monthly total sales with a conversion rate of 4%
- Optimized productive OKR plan. Collected customer data and divided them into different segments to analyze the characteristics and influence of each group
- Cooperated with other departments to update information and find solutions for arising problems
- Continually exceeding monthly targets (100% - 160% KPI), total disbursement was nearly \$2M within 6 months

Joint Stock Company

Jan 2021 - Apr 2022

Sales Specialist

- Contact individuals and businesses engaged in both offline and online activities across various industries.
- Meet and consult with clients about Nhanh's products and services
- Collaborate with the customer care department to support and address customer inquiries during the use of products and services

PROJECTS

 (Click [here](#) for more details,

SKILLS

- Analytical skills
- Probing skills
- Strategic thinking
- Communication
- Eager to learn
- SQL, Python: ETL and writing queries
- Power BI, Tableau: data visualization
- Microsoft Office (Excel, SharePoint, Access)
- Agile Project Management
- Statistics & Probability

CERTIFICATES

- UNIGAP - Data Analyst Coaching 1 on 1 Program
- IBM Data Analysis and Visualization Foundations Specialization
- HackerRank - SQL Advanced

EDUCATION

- Ho Chi Minh City University of Foreign Language and Information Technology (HUFLIT)
- Class: 2017-2021
- Major: Business English