

TIEN MAI

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21 BABSON College Drive #956, Wellesley Hills 02481 MA

Education

- Babson College**, *B.S of Science*, Wellesley Hills, MA **Aug 2016 - May 2020**
• **Concentration(s):** Business Analytics & Information Technology (IT) **Cumulative GPA:** 3.1/4.0
• **Relevant courses:** IT management, Managerial accounting control, Technology & Operations management, Modelling in Excel, Quantitative Method in BA I & II & III, Business Intelligence
• **Honors:** Babson Global Scholar Full-tuition program
- East China Normal University**, *Exchange Student*, Shanghai, China **Sept 2018 – Dec 2018**
• Coursework: *China in a global context*

Experience

- TCAA Inc**, *Digital marketing intern*, Dedham, MA. **May 2019 - Aug 2019**
• Analyzing advertising report data to monitor performance
• Working in teams to negotiate and execute partnerships on media buys and sponsorship deals
• Working in teams to solve and develop solutions for advertising challenges
- Clarkston Consulting Inc**, *Consultant as part of sponsored project*, Boston, MA. **Nov 2018 - Present**
• Conducted competitive research & cases on the use of serialization in pharmaceutical industry
• Developed strategic recommendations on using generated data in brand building
- Lean Venture Partners**, *Product Development Intern*, Shanghai, China. **Sept 2018 - Dec 2018**
• Researched relevant APIs from potential competitors of Javelin, a software for early startups to validate their business via browser-to-browser interviews with targeted customers
• Developed low-fidelity mockups for user experience
- SheCodes Vietnam Ltd**, *Founder & Director*, Vietnam. **May 2018 - Present**
• Planned and organized the first all-women hackathon in Vietnam that attracted over 200 attendants. Oversaw a team of 35 members in 2 cities
• Executed media strategy with **5000+ followers** & managed database of **2000+ subscribers**
• Created partnership proposals for partners in the States & Vietnam.
- TopCV Inc**, *Data Analyst Intern*, Hanoi, Vietnam **May 2018 - Jul 2018**
• Analyzed company's web traffic by Google Analytics and completed a bi-weekly report on targeted APIs's traffic
• Assisted in content creation for SEO & tracked Click-through rate & conversion rate
• Reported bi-weekly to CEO on strategic recommendations to improve customer's experience

Courses & Individual Projects

- **Titanic (Python)**, simple report on number of victims and survivors of Titanic **Feb 2018**
- **Distribution (Python)**, simple report on number of registers for college courses **Mar 2018**
- **Rock-Paper-Scissor (Python)**, simple rock-paper-scissor game with compute **May 2018**

Activities & Leadership

- Babson Social Impact Club**, *Executive Board Member* **Aug 2017-Present**
• Organized annual conference on social entrepreneurship with over 50 participants
- Community Of Developers and Entrepreneurs**, *Resident* **Aug 2017-Present**
• Attended events & workshops on training technical skills

Skills

- **Technical skills:** Proficiency in Microsoft Applications, Email marketing, good understanding of Python & R & SQL, SEO, Tableau, Hadoop, Salesforce, Minitab, Google AdWords & Google Analytics
- **Language:** Vietnamese (native), Chinese (intermediate)