LE THI HUONG GIANG (STELLA)

thg.le.2025@mitb.smu.edu.sg | (+65) 85988468 | https://www.linkedin.com/in/huonggianglethi/

EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY – Singapore   **Aug 2025 – Dec 2026**
Master of IT in Business (Artificial Intelligence track)

UNIVERSITY OF ECONOMICS HO CHI MINH CITY – Ho Chi Minh City, Vietnam   **Aug 2015 – May 2019**
Bachelor's Degree of International Business   Cumulative GPA: 3.34/4.00

EXPERIENCE

SHOPEE – Ho Chi Minh City, Vietnam   **Jun 2021 – Aug 2025**
Senior Business Intelligence Analyst | BI & Planning Team, Marketing & Operation (Jun 2023 – Aug 2025)
Business Intelligence Analyst | BI & Planning Team, Marketing & Operation (Mar 2022 – Jun 2023)
Data Analyst | Online Marketing Team (Jun 2021 – Mar 2022)
- Monitored operational logistics processes & expenses to consistently achieve order and cost targets.
- Led cross-functional analyses in Marketing, Logistics, Seller Retention and Monetization, driving a **25%** increase in seller adoption and a **50%** uplift in platform revenue.
- Conducted A/B testing to validate key marketing strategies, improving order conversion by **20%**.
- Controlled logistics reconciliation process, delivering reporting accuracy for high-impact business decisions.
- Designed and implemented structural enhancements to core data tables (millions of rows, 100+ metrics), enhancing metric consistency, scalability, and clarity.
- Automated manual workflows with SQL and Python, saving **10+ hours** weekly and boosting team efficiency.
- Mentored 2 junior BI analysts on technical and project skills, increasing their productivity by **30%** and enabling them to independently manage complex analyses.

AMOREPACIFIC – Ho Chi Minh City, Vietnam   **Sep 2020 – Jun 2021**
Digital Marketing Specialist | Digital Team, Branding & E-commerce
- Monitored campaign performance across Shopee, Lazada, and Tiki, contributing to a **30%** uplift in monthly sales.
- Optimized budget allocation and digital sales strategies, achieving ROAS of up to **900%**.
- Executed brand campaigns (Laneige, Sulwhasoo, Innisfree), boosting online visibility and customer engagement by **30%**.
- Analyzed campaign data to provide actionable insights, helping refine marketing campaign and promotional effectiveness.
- Controlled marketing budgets to consistently hit sales targets while minimizing costs.

MINDSHARE – Ho Chi Minh City, Vietnam   **Jun 2018 – Sep 2020**
Senior Digital Performance Specialist | Biddable Media Team, Branding & E-commerce (Jun 2019 – Sep 2020)
Digital Performance Specialist | Biddable Media Team, Branding & E-commerce (Jun 2018 – May 2019)
- Managed digital campaigns with budgets exceeding **$500K**, optimizing performance and ensuring KPIs achievement.
- Designed and tracked metrics for e-commerce and FMCG brands, aligning execution with business and marketing goals.
- Leveraged data-driven optimization techniques to increase campaign efficiency by up to **20%**.
- Collaborated with regional teams and clients to develop media strategies, improving brand awareness and conversion rates.

ANALYTICS PROJECTS

Third-Party Logistics Delivery Order Allocation Model & Cost Optimization | Presto SQL, Python   *Work project*
- Processed and structured large-scale logistics and order data into a unified dataset for analysis.
- Built Linear Programming based order allocation models across 10+ logistics deliver partners to optimize cost efficiency while meeting order targets and delivery constraints.
- Evaluated P&L impact of shifting orders to key partners using scenario analysis to achieve KPIs.

Shopee VIP Program Launch & Annual Growth Plan | Presto SQL, Python   *Work project*
- Designed budget optimization models to allocate spend effectively for user acquisition and retention.
- Conducted cohort analysis on user retention, purchasing behavior, and CLV to drive actionable insights for enhancing user lifecycle value.

Seller Package Adoption & Monetization Plan | Presto SQL, Python   *Work project*
- Applied EDA and K-Means clustering to segment high-potential sellers and drive package adoption.
- Measured post-adoption sales impact using ROAS/CLV time-series forecasting Models to assess Monetization performance.

ADDITIONAL

- **Technical Skills:** Python, SQL (Microsoft SQL Server, Presto SQL), PowerBI, Tableau, Excel (Advanced).
- **Language Skills:** English (professional proficiency), Vietnamese (native language).