

Finance graduate with strong technical proficiency & hands-on experience across product research, business analysis, and machine learning. Excels in agile, cross-functional environments where breadth and versatility matter.

EXPERIENCE

- Product research | SPINS

03/2025 - Current

 - Maintained product intelligence databases covering the North American Consumer Packaged Goods sector, supporting UPC-level classification across a dataset of over 3 million SKUs, 3,200+ product types, and 180+ attributes, leveraging POS and consumer panel data.
 - Designed and implemented Python scripts, Windows batch scripts, and SQL scripts to automate data extraction and analysis processes for product and market research.
- IT business analyst intern | Doccen

12/2024– 03/2024C

 - Crafted technical documentation including user stories, user flows, feature logic, and UI wireframes in Figma, informed by basic grasp of full-stack development (frontend, backend, and database).
 - Conducted User Acceptance Testing (UAT) including inspecting UI elements, verifying API responses and validating database interactions in PostgreSQL.
 - Led Agile workflows with Jira, prioritising backlog and facilitating cross-functional communication.
 - Redesigned the company sitemap and implemented slug generation rules to optimise SEO.
- Machine learning research assistant | ICLS Tech

04/2024– 10/2024

 - Researched advancements in financial machine learning, summarising key methodologies and findings.
 - Conducted experiments to evaluate backtest overfitting and analysed how different automated machine learning frameworks affect the reliability of performance metrics.
- Product assistant | YOLA

01/2022– 02/2023

 - Assisted the PM in developing a learning app and web extension, conducting market research, and executing targeted marketing strategies, resulting in 25,000 new app users, 15,000 extension users, and ~50% monthly active engagement.
 - Designed user-nurturing strategies, including personalised onboarding & engagement social media campaigns, leading to a 7-10% retention rate for the 21-day cohort.

EDUCATION

- Western Sydney University Vietnam | Bachelor of Business (Finance major)

08/2022– 08/2024

 - GPA: 6.43/7.00 | Dean's Merit List for Academic Excellence
 - Awarded 5 Vice-Chancellor's Scholarships (₫230M total)
 - Completed degree on accelerated timeline (2 years)
 - Top 4 Local Finalists of Vietnam- Procter & Gamble Peakathon 2024
- Condell Park & Tran Dai Nghia High Schools

2014 - 2021

 - Valedictorian & First in Course for all senior subjects
 - Australian Mathematical Olympiad & Australasian Problem Solving Mathematical Olympiads awards

TECHNICAL PROJECTS

- Comprehensive strategic, competitive and financial analysis of Hoang Anh Gia Lai company

 - Analysed HAGs business model, competitive SWOT & Porter's, financial performance, risks (sensitivity, scenario, Altman's Z score, Kupiec POF, Monte Carlo simulation) and valuation (weighted mix of DCF, APV, CCA).
- Measuring Backtest overfit in popular financial cross-validation methods using AutoML

 - Used regime-switching model (Hidden Markov Chain) and Entropy Theory of Information for feature construction and engineering of FOREX & CRYPTO data.
 - Calculated the Probability of Backtest Overfitting & Deflated Sharpe Ratio to assess the level of backtest overfitting across Combinatorial Purged K-fold, K-fold, Purged K-fold, Walk Forward across different Automated Machine Learning pipelines.
- Neural machine translation: long short-term encoder-decoder model with attention mechanism

 - Built a neural machine translation model for French–Vietnamese using a long short-term memory (LSTM) encoder-decoder architecture with Bahdanau attention in TensorFlow and Keras.
 - Preprocessed bilingual corpora with Python (NumPy, pandas, NLTK), applied tokenisation and padding, and evaluated performance using BLEU scores.

EXTRACURRICULARS

- Project leader** | YOLA: Led a team of 40+ members, organising 2 successful projects with 250+ participants.
- Graphic designer** | Freelance: Created 200+ marketing and packaging assets for international export (Japan, U.S., NZ, etc.).
- Pianist** | UEL Music club: Performed piano for two music video productions.
- English tutor** | UEL English club: Provided IELTS preparation tutoring for students and working professionals.