

Nguyet Nga (Irene) Nguyen

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WORKING EXPERIENCE

Education Marketing & Consultant

March 2024 – Present

Global Bridge College, Sydney, Australia

- Conducted market research to identify industry trends and new opportunities, directly influencing marketing strategies and program development
- Built and managed social media content, boosting engagement by 40% and increasing followers by 1,000+
- Secured partnerships with 5+ local and international companies through targeted outreach initiatives.

ICT Business Analyst

April 2022 – April 2023

Vu Thao Technology, HCM City, Vietnam

- Collaborated on 5+ cross-functional projects, using SharePoint to create customized internal management websites
- Developed Business Requirement Document (BRD) and Functional Specification Document (FSD) for each project
- Coordinated with UI/UX designers to produce wireframes and mockups, improving user experiences.
- Conducted the alpha testing, identified and resolved 15+ critical issues to ensure robust software functionality.
- Developed user manuals, conducted 8+ training sessions, and facilitated User Acceptance Testing (UAT)

EDUCATION

Master of Information Technology – (WAM: 88.25/100)

July 2023 – Present

University of Technology Sydney

Bachelor of International Management – High Distinction (GPA: 4.8/5)

September 2017 – June 2021

Ural Federal University

SKILLS

- Programming languages: **Python (Pandas, Matplotlib, Seaborn), R**
- Tools: **Power BI, SQL**, Power Query, Microsoft Office Suite, G Suite
- Language: English (Fluent), Vietnamese (Native), Russian (Fluent), Chinese (Limited)

PROJECTS

Inventory and Manufacturing Cost Tracking

Adventure Works Bicycle Manufacturer

- Explored a large dataset from Microsoft SQL Server stored in Google Big Query.
- Conducted ETL processes using Power BI and Data Analysis Expressions (DAX) to ensure efficient data preparation.
- Built a real-time Power BI dashboard for inventory tracking and manufacturing costs monitoring.
- Identified trends and data insights to propose actionable solutions to reduce expenses.

Ecommerce Retail Data Analysis

Superstore Company

- Conducted data cleaning and transformation using Pandas, improving the quality and reliability of the dataset.
- Built a customer segmentation evaluation flow using the RFM Model (Recency, Frequency, and Monetary value).
- Visualized segment trends with Seaborn, enabling the Marketing team to tailor strategies for each group.
- Provided actionable insights on sales trends and customer behavior, improving targeted marketing campaigns.

CERTIFICATIONS AND AWARDS

UTS Dean's List 2024 - Awarded for academic excellence in postgraduate studies

Google Data Analytics Certificate | 2024

Microsoft Business Analyst Certificate | 2024

REFERENCES

References available upon request.