

HO NGUYEN GIA LINH

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Professional Summary

A detail-oriented and analytical **Business Administration** student specializing in **Data Analytics** and **Accounting & Finance**, with practical experience applying tools like Python, SQL, Power BI and Excel to extract insights from financial and operational data. Adept at bridging business and technical teams to support performance tracking, financial forecasting and strategic decision-making. Passionate about using data and automation to enhance channel performance, support market investment decisions and drive sustainable growth - especially within dynamic, fast-paced industries like FMCG.

Skills

<ul style="list-style-type: none">Intermediate PostgreSQL, Python (Pandas, Numpy)Advanced Excel (Pivot Tables, VLOOKUP, scenario analysis)Power BI (interactive dashboard building)SAS for Machine Learning (basic modeling & evaluation)	<ul style="list-style-type: none">Data-driven financial insightsChurn analysis & predictionPredictive analytics in financeAI applications in risk management	<ul style="list-style-type: none">Quick to learn new tools and analytical approachesEffective teamwork, cross-functional coordinationData storytelling & insight communicationProject & Event Management
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Work History

Research Assistant to Professor 12/2024 to Present

SolBridge International School of Business – South Korea

- Supported course material development for Statistics and Microeconomics, with a focus on data interpretation and quantitative analysis
- Handled academic operations including exam grading, score entry and classroom logistics to ensure process accuracy and efficiency
- Assisted in updating lecture content and coordinating research-related tasks, strengthening analytical and organizational skills

Retail Customer Behavior Analysis [Proposal](#) 09/2024 to 12/2024

Data Analytics Project – South Korea

- Collected and analyzed retail sales data from Kaggle using **SAS** to explore customer purchasing behaviors based on age, gender, price, quantity and seasonal trends.
- Applied **Linear Regression, Decision Tree, Model Comparison** techniques to build predictive models for revenue forecasting and customer segmentation.
- Visualized key insights, identified data-driven marketing opportunities, optimized seasonal pricing strategies & targeted promotions.
- Proposed actionable strategies that potentially improve sales performance by up to 15% based on customer behavior patterns.
- Collaborated in a team of four to complete the full data analysis cycle, earning top marks (A+) for project execution.

Marketing Manager | Core Team - **Ideation Challenge 2023** | **EHub's Recruitments 2024 [Activities](#)** 06/2023 to 06/2024

EHub - Entrepreneur Hub FTU2 - Vietnam

- Analyzed social media performance metrics to design content strategies, boosting TikTok followers by 40% over 4 months.
- Collaborated with marketing teams to apply analytics in content creation & digital promotions, enhancing marketing campaign efficiency by 30%.

Project Management Executive | Core Team - **YOUPRENEUR LAUNCHPAD 2023** project (CRM-focused) [Activities](#) 09/2022 to 06/2023

EHub - Entrepreneur Hub FTU2 - Vietnam

- Analyzed event & participant data to improve engagement at the "YOUPRENEUR LAUNCHPAD 2023" project (500+ participants), increasing engagement by 20% year-over-year.
- Coordinated cross-functional teams (marketing, project management, partnerships) using data-driven planning to ensure 100% on-time project delivery.
- Launched the **#Challengefortop8 online campaign** by leveraging audience insights, increasing online engagement by 35% within one month.

Accomplishments

- Semi-Final (Top 8 teams)** Product Pioneer Candidate 2025 - Role: **Data Analysis** in **Product development team [Proposal](#)**
- Semi-Final (Top 35 individuals) On The Path Tour #2, Thinkathon - Business case with Employer Branding topic [Proposal](#) [Cert](#)
- Top 60 Tam Nhin Thuong Hieu 2023 - Marketing case competition [Proposal](#) [Cert](#)

Education

BBA: Business Administration, Data Analysis | Accounting & Finance Expected in 06/2026

Solbridge International School Of Business - South Korea

- GPA: 4.5/4.5
- 100% tuition scholarship from **Dean's List** - Spring 2025, Fall 2025 [Dean's List Invitation](#)
- SAS Certified Specialist: Machine Learning Using SAS**
 - Certified in supervised learning, data sources, building models & model assessment and deployment using SAS tools
- AI & Digital Forensics Certification [Research Topic](#) [Cert](#)**
 - Practical knowledge in AI-driven incident response, cybersecurity & digital evidence handling

BBA: Business Administration 04/2024

Foreign Trade University - HCM City, Viet Nam

Overall Band Score 6.5 07/2024

IELTS Certification - Speaking 6.0, Writing 6.5