

Cuong Hoang

DATA ANALYST · MARKETING ANALYST · DIGITAL MARKETING

506-654-3871 | cuong.ca@outlook.com | karldata.github.io | github.com/karldata | linkedin.com/in/cuong-hv

About Me

Programming	Python · R · Java
Analytics	SQL · Power BI · Excel · Google Analytics · Google Data Studio
Front-end	HTML/CSS/JavaScript

Personal Projects

2020 National High School Graduation Examination Test Analysis

- Scrapped data of 74454 students' scores from the Vietnam Ministry of Education & Training (diemthi.hcm.edu.vn).
- Performed data cleaning and Exploratory Data Analysis.
- Visualized to explore some unique insights of the data and tested hypotheses that could be useful for journalists.

USA Housing Listing on Craigslist – Rent Prediction

- Performed Exploratory Data Analysis and some visualization.
- Performed Data Cleaning, Feature Engineering based on domain knowledge.
- Built Linear Regression Models, tested and evaluated the best model, deployed to Flask server, and create UI for end-users.

Experience

Deep Sense

OCEAN OF DATA CHALLENGE: ONE PORT CITY

- Winner of Best Creative Design - Undersea Railway Tunnel (\$500 – 4-member team).
- Transporting goods under the water system.

Halifax, NS

May, 2022

Federation of Black Canadians

RESEARCH ANALYST – VOLUNTEER

- A member of Working Group researching and analyzing Anti- Black Racism and Total Health topics.
- Using public data to address race-based problems and solutions.
- Wrote the research of “The uncompleted commitments of race-based data collection to support black Canadians”.
- Proposing and presenting research with other departments.

Ontario, CA

Dec. 2021 - Now

Walmart

CUSTOMER SERVICE – CASHIER

- Providing front-end customer services.
- Supporting other departments when needed.
- Communicating to answer questions about merchandise, store policies, ongoing promotions, and customer requests.

New Brunswick, CA

Dec. 2019 - Now

AIE PLUS

DIGITAL MARKETING TEAM LEAD

- Made about CAD 43,000 sales in the first 2 months for a new furniture brand using 10% revenue for Facebook ads.
- Remained top 3 on Google for over 2 years with 3-word keywords with comprehensive strategies for Thietkeaz.com.
- Performed marketing analytics to CEOs and supported them in a data-driven approach.
- Mentored and trained several marketing associates.

Hanoi, Vietnam

Jan. 2017 - Jun. 2019

Education

Thuongmai University

MBA - BUSINESS ADMINISTRATION AND MANAGEMENT

Hanoi, Vietnam

Jan. 2015 - Sep. 2017

Nova Scotia Community College

DIPLOMA OF DATA ANALYTICS

Average GPA: 96%

Nova Scotia, CA

Sep. 2020 - Jun. 2022