

Cuong Hoang

DATA ANALYST · MARKETING ANALYST · DIGITAL MARKETING

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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.

UFC Fighter Data Analysis and Classification

- Merged and cleaned data sets from Kaggle to one comprehensive data set.
- Performed Exploratory Data Analysis with some visualization.
- Classified UFC Fighters using Unsupervised Learning and wrote a function to recommend the best fit based on user input.

Experience

Federation of Black Canadians

RESEARCH ANALYST – VOLUNTEER

Ontario, CA

Dec. 2021 - Now

- 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.
- Writing research on social media.
- Proposing and presenting research with other departments.

Walmart

CUSTOMER SERVICE – CASHIER

New Brunswick, CA

Oct. 2020 - Now

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

AIE PLUS

DIGITAL MARKETING TEAM LEAD

Hanoi, Vietnam

Jan. 2017 - Jun. 2019

- 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.

Education

Thuongmai University

MBA - BUSINESS ADMINISTRATION AND MANAGEMENT

Hanoi, Vietnam

Jan. 2015 - Sep. 2017

Nova Scotia Community College

HONOURS DIPLOMA OF DATA ANALYTICS

Average GPA: 96%

Nova Scotia, CA

Sep. 2020 - Jun. 2022