

# Kiet (Kyle) Nguyen

(408) 691-3695 | [kietn1@cpp.edu](mailto:kietn1@cpp.edu) | [LinkedIn](#) | [Portfolio](#)

## EDUCATION

- California State Polytechnic University, Pomona** | *Pomona, CA* *Aug 2023 – Aug 2025*  
- M.S. Business Analytics (GPA: 3.97/4.00)
- University of Economics, HCMC** *Aug 2017 – Aug 2021*  
- B.S. Finance & Banking

## EXPERIENCES

- Operations & Resource Coordinator (Volunteer)** | *Sunshine Hearts Foundation* | *Irvine, CA* *Nov 2025 – Present*  
- Analyzed volunteer availability, attendance, and demand data to support resource allocation across multiple programs and events, improving coverage consistency by 10%.  
- Maintained and updated tracking reports for attendance, fulfillment, and no-show rates, improving data accuracy and visibility for program leads.  
- Identified recurring scheduling gaps and demand patterns through trend analysis, contributing to a 15% reduction in last-minute staffing issues.
- Marketing Analytics Assistant** | *Cal Poly Pomona* | *Pomona, CA* *Jun 2024 – Aug 2025*  
- Built and maintained recurring performance reports and dashboards tracking CTR, conversion rate, and engagement trends, reducing manual reporting time by 20%.  
- Supported A/B testing initiatives by comparing subject lines, messaging, and timing, contributing to 12% improvements in click-through performance.  
- Validated and reconciled campaign data across multiple sources, improving reporting accuracy and reducing discrepancies by 15%.  
- Performed data validation and cleanup across multiple data sources  
- Assisted with basic experiment analysis by comparing results across campaign variations
- Marketing Executive (Growth & Performance)** | *L'OFFICIEL* | *Vietnam* *Mar 2022 – Jul 2023*  
- Built and maintained recurring performance reports using Excel, improving visibility of campaign effectiveness and reducing ad-hoc reporting effort by 20%.  
- Collaborated with editorial, sales, and external brand partners to align campaign objectives with measurable KPIs and performance outcomes.  
- Conducted post-campaign and trend analysis to identify high-performing content formats and distribution channels, contributing to 18% improvements in average engagement across key campaigns.  
- Supported planning and forecasting by analyzing historical performance data, helping inform media mix and content prioritization decisions.
- Retail Banking Intern (Client & Financial Analysis)** | *Asia Commercial Bank* | *Vietnam* *Aug 2020 – Oct 2020*  
- Supported customer onboarding and account reviews for 30–50 clients per week, ensuring accurate data entry and compliance with internal procedures.  
- Assisted in tracking key client metrics (account activity, deposit balances, product uptake), supporting relationship managers in identifying cross-sell and upsell opportunities.  
- Collaborated with senior bankers to review client financial information and flag inconsistencies or missing documentation, improving data accuracy and processing efficiency.

## PROJECTS

- Digital Media Store Sales Analytics** | *ERD, DAX, Power BI, Excel*  
- Defined business rules across tables and designed a normalized ERD using Erwin Data Modeler.  
- Built an interactive Power BI dashboard delivering actionable insights into sales performance, market dynamics and customer behaviors.
- BigQuery-based IMDb Data Analytics & ML** | *Google Cloud Platform, SQL, Python*  
- Leveraged Google BigQuery to query, preprocess, and manage large-scale IMDb datasets with over 21 million records.  
- Developed an XGBoost-based predictive model that defines investment viability, achieving 94% classification accuracy.
- Bloomberg Financial News Sentiment Analysis** | *Bloomberg Terminal, Python*  
- Processed 15 million records via chunk-based preprocessing, producing a clean 600K-record analytical dataset.  
- Built a FinBERT-LSTM model using Bloomberg news sentiment to predict stock price movements with 95.5% accuracy.
- Data Breach Management in Healthcare** | *NLP, Python*  
- Prepared the text corpus for analysis using tokenization and lemmatization.  
- Used NER, LDA, and BERTopic to extract frequent entities and topics from unstructured text.  
- Applied Logistic Regression to model breach severity using the number of affected individuals as a key predictive feature.

## SKILLS

**Technical Skills:** Python, SQL, R, Excel, Power BI, Google Cloud Platform, Tableau, DAX

**Development Tools:** Visual Studio Code, Google Collab, Microsoft SQL Server, SSMS, SSIS, PyCharm, Anaconda, Erwin Data Modeler, Jupyter, Bloomberg Terminal, Looker Studio

**Language:** English, Vietnamese