

Kiet Nguyen

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EDUCATION

California State Polytechnic University, Pomona

Aug 2023 – Aug 2025

Master of Science in Business Analytics (GPA: 3.97/4.00)

University of Economics, HCMC

Aug 2017 – Aug 2021

Bachelor of Finance and Banking

EXPERIENCES

Sunshine Hearts Foundation

Irvine, CA

Marketing Analyst

November 2025 - Present

- Structured and analyzed campaign performance data to identify optimization opportunities and improve marketing effectiveness.
- Collaborated with social media teams to enhance client reporting and deliver in-depth performance analysis.
- Analyzed cross-channel trends to inform social content strategy and support data-driven decision-making.

Technology & Operations Management Department, Cal Poly Pomona

Marketing-focused Student Assistant

- Applied expertise in data analytics to identify business relevant insights and develop presentations to influence marketing strategy
- Leveraged data analysis tools, such as Python, R, SQL, Tableau, and spreadsheets to develop reports, understand trends, and extract insights
- Supported the performance marketing team with ad-hoc analyses and ongoing reporting needs
- Proactively managed supervisor expectations and resolve issues in a timely manner

L'OFFICIEL Vietnam

Marketing Executive

- Managed multiple concurrent projects that require inputs from cross-functional stakeholders while balancing impact on business needs
- Acted as the point person for localization and customization of creative assets, including creation of messaging and positioning to improve campaign performance
- Focused on impact and propose metrics to understand success of marketing initiatives
- Gathered insights on audience needs for marketing campaigns and apply contextual knowledge in order to scope data requests, synthesize insights, and recommend marketing signals to key business partners in collaboration with others

Asia Commercial Bank

Retail Banking Intern

- Supported sales and cross-selling initiatives by identifying opportunities to promote relevant banking products and services.
- Maintained accurate customer records and ensured data integrity across banking systems.

SKILLS

Programming: Python, SQL, R, Excel (PivotTable, Power Query, VBA), Big Data (Google Cloud Platform)

Data Visualization: Power BI, Tableau, DAX, Looker Studio

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

PROJECTS

Digital Media Store Sales Analytics

Designed a normalized ERD using Erwin Data Modeler and built an interactive Power BI dashboard delivering actionable insights into sales performance and market dynamics.

BigQuery-based IMDb Data Analytics & ML

Leveraged Google BigQuery and Google Cloud Platform with XGBoost to analyze large-scale IMDb data and generate investment-focused insights.

Spotify Audio Features Analysis

Applied Python (NumPy, Pandas) for data preparation and analysis, used Seaborn and Matplotlib for visualization, and delivered actionable insights to support musician decision-making.

Bloomberg Financial News Sentiment Analysis

Developed a FinBERT-LSTM model in predicting stock price movements using cross-industry market sentiment, and evaluated general versus industry-specific sentiment approaches to assess performance gains.

Proactive Data Breach Management in Healthcare (NLP)

Applied NLP and text mining techniques to healthcare breach reports to classify severity, identify key threat patterns, and support proactive risk management.