

Kiet (Kyle) Nguyen

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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