

Kiet Nguyen

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EDUCATION

California State Polytechnic University, Pomona
Master of Science in Business Analytics (GPA: 3.97/4.00)

Aug 2023 – Aug 2025

University of Economics, HCMC
Bachelor of Finance and Banking

Aug 2017 – Aug 2021

EXPERIENCES

Sunshine Hearts Foundation
Marketing Analyst

Irvine, CA

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

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

L'OFFICIEL Vietnam

Marketing Executive

- Manage multiple concurrent projects that require inputs from cross-functional stakeholders while balancing impact on business needs
- Act as the point person for localization and customization of creative assets, including creation of messaging and positioning to improve campaign performance
- Focus on impact and propose metrics to understand success of marketing initiatives
- Intake 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

- Proven experience in architecting, documenting, and implementing complex systems, and skilled at clearly defining system components that address long-term challenges
- Maintain accurate customer records and ensure 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.

