# NGUYEN THI TUYET MAI

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## CAREER SUMMARY

I am an analytical and collaborative data professional skilled in SQL, data visualization, and statistical analysis. I turn complex data into clear insights that support informed decisions and drive business growth

## EDUCATION

**UEH University**

*Bachelor of Business Administration in Technology and Innovation Management*

Sep 2021 - Dec 2024 | GPA: 3.91/4.0

***Achievements:***

- Excellent Assignment Awards UEH500 2022 and 2023
- Third Prize of "Young Researcher of 2023" Award
- Top 25 of "Rocket to Business Development 2023"

## PROFESSIONAL EXPERIENCE

**B. Woods & Company**

*Research Associate | 11/2024 - 04/2025*

- Analyze client project briefs to understand investment criteria and identify acquisition opportunities
- Conduct high-level industry and company research across various sectors to source and qualify potential investment targets
- Screen and prioritize potential acquisition targets based on client goals and strategic fit
- Collaborate with internal teams to refine research approaches and enhance project outcomes

**TikTok Shop**

*Account Management Intern | 04/2024 - 07/2024*

- Track and analyze seller performance metrics, ensuring GMV growth and target achievement
- Analyze reports and develop dashboards for the PAPE project, meeting 100% of the target through data-driven insights and strategic recommendations
- Advise 15+ sellers on growth strategies, optimizing acquisition, retention, and monetization
- Collaborate with cross-functional teams to ensure compliance and improve operational efficiency

**HRS Group**

*Data Processing & Customer Service Intern  | 04/2024 - 07/2024*

- Identify, analyze, and label objects in overhead imagery
- Respond promptly and professionally to customer inquiries and concerns via email or other communication channels.
- Assist customers in resolving issues, providing appropriate solutions, or escalating complex issues to the relevant department.
- Maintain accurate records of customer interactions and transactions.

## SKILLS

- Language: Proficient in English (TOEIC: 780)
- IT Skills: Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Data Analysis tools: Excel, SQL, Google Analytics 4
- Data Visualization tools: Excel, Tableau