

# Thu (Mia) Lam

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Working right: Australian Citizen

## SKILLS

**Data Analysis and Data Visualization tools:** Excel, Power BI, Tableau, SQL

**Others:** CRM, Google Analytics

**Transferable Skills:**

- Strong problem-solving and analytical thinking
- Meticulous attention to detail and thoroughness in execution
- Highly organized, able to meet deadlines, manage multiple tasks, and adjust priorities as needed.
- Self-motivated and effective in dynamic, fast-paced, and high-pressure environments
- Quick to adapt to evolving products, processes, and procedures

**Specialization:** Retail sales, Marketing, Customer journey optimization.

## WORKING EXPERIENCE

### VAOCHERAPP

**Data Analyst**

*Melbourne*

*Sep 2024 - Present*

- Utilize SQL to extract and manipulate data from various sources, including CRM, to generate valuable insights and actionable recommendations.
- Produce reports to evaluate marketing and sales performance weekly/monthly.
- Work closely with internal teams to develop key metrics, explore sales opportunities, and optimize marketing strategies based on client needs.
- Create dynamic Power BI dashboards to effectively communicate insights to both technical and non-technical stakeholders.

### THAT BAKERY

**Manager Assistant**

*Melbourne*

*Feb 2020 – Aug 2024*

- Generated reports using Excel to track performance and analyse data.
- Managed inventory, reduced wastage, and handled cash transactions, including sales reconciliation.
- Supervised daily operations, including customer service, stock management, and team coordination.
- Ensured customer satisfaction by addressing inquiries, resolving complaints, and training staff.

### GOLDEN STORE

**Sales Assistant**

*Melbourne*

*Jan 2018 – Feb 2020*

- Operated the cash register, processed transactions, and ensured accurate handling of payments.
- Maintained organized shelves, restocked inventory, and monitored product expiration dates.
- Assisted customers with product selection, inquiries, and promoted store offers to enhance the shopping experience.

### LOTTE MART

**Marketing Coordinator**

*Vietnam*

*Mar 2016 – Dec 2017*

- Executed marketing campaigns and digital strategies, including social media and email, aligned with company objectives.
- Managed in-store promotions and events to boost customer engagement and brand visibility.
- Analysed marketing performance and reported key metrics to headquarters for continuous improvement.

## EDUCATION

**Deakin University** | *Sep 2024*

Bachelor of Business Analyst

GPA: Distinction

**HUTECH University** | *2011-2015*

Bachelor of Business Administration

GPA: High Distinction