

Thu (Mia) Lam

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LinkedIn: linkedin.com/in/mia-lam-data

Working right: Australian Citizen

Address: Melbourne

SKILLS

Data Analysis and Data Visualization tools: 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

- Supervised daily operations, including customer service, stock management, and team coordination.
- Ensured customer satisfaction by addressing inquiries, resolving complaints, and training staff.
- Managed inventory, reduced wastage, and handled cash transactions, including sales reconciliation.

GOLDEN STORE

Sales Assistant

Melbourne

Jan 2018 – Feb 2020

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

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