

# Hoang Anh Minh

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## OBJECTIVE

Detailed-oriented and analytical International Economics graduate with proven expertise in data reconciliation, trade settlement, financial reporting, and performance analytics. Skilled in SQL, Excel (advanced functions, automation), and Power BI, with a strong foundation in operational processes, process automation, and data visualization. Adept at collaborating cross-functionally, optimizing workflows, and delivering actionable insights. Seeking to leverage analytical skills and logistics acumen to drive operational excellence and data-driven decision-making in dynamic environments.

## EDUCATION

**Foreign Trade University**, Ha Noi, Viet Nam

August 2020 - August 2024

Bachelor of International Economics

GPA: 3.47/4

## SKILLS

### Database Tools:

**Advanced Excel** (Vlookup, Index-match, IF, SUMIFS, Pivot Tables, Power Query)

**Intermediate SQL** (SELECT, JOINs, GROUP BY, subqueries, aggregate functions)

**Intermediate Power BI** (DAX, interactive dashboards, data modeling)

### BI & Visualization Tools:

**Customer-first mindset** with strong communication

Detail-oriented, proactive, and fast learner

Experience working across teams and handling reporting tasks

Passionate about supply chain and international trade

## PROJECTS

### Customer Segmentation with RFM

[View Project](#)

- Cleaned and transformed 2,800+ rows of sales data in Excel, including handling missing values, correcting revenue fields, and deriving actual sales.
- Segmented customers using RFM scoring logic built in SQL Server with CTEs and quartile functions to classify VIPs, Big Spenders, and At-Risk groups.
- Influenced a proposed strategy for personalized email campaigns, targeting 41% churn-risk customers

### YouTube Influencer Performance Analysis – UK (2024)

[View Project](#)

- Cleaned and aggregated YouTube channel data using SQL to prepare engagement metrics (views, subscribers, uploads) across 100 UK creators.
- Built an interactive Power BI dashboard using DAX to identify top-performing channels by ROI potential, audience reach, and content frequency. Discovered that Dan Rhodes, DanTDM, and Mister Max could generate up to \$1.25M per video in profit; delivered a data-backed collaboration strategy to the client.

## WORK EXPERIENCE

### GLOBAL STONE INVESTMENT COMPANY LIMITED

Ha Noi - Viet Nam

#### Import - Export Intern

July 2023 - October 2023

- Coordinated export documentation (invoices, packing lists, customs declarations) for international shipments, ensuring 100% compliance with regulations.
- Liaised with freight forwarders and logistics partners to maintain on-time delivery schedules, contributing to a 95% on-time delivery rate.

- Monitored shipment pipelines and prepared weekly operational reports to enhance delivery visibility for management.
- Automated four recurring reporting processes in Excel, cutting manual processing time by 60% and boosting team productivity.

## CERTIFICATION

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- Fundamentals of SQL - *DataQuest.io*
- SQL (Advanced) - *Hackerrank*
- Introduction to Python - *DataQuest.io*
- Introduction to Data Analysis with Excel - *DataQuest.io*
- Relational Database - *FreeCodeCamp*

## LANGUAGE

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Vietnamese	Native
English	Advanced (TOEIC 905)
Chinese (Mandarin)	Basic (self-taught, conversational)

## ACTIVITIES

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<b>Club of Future Accountants and Auditors (CFAA)</b>	2022
<i>Event Coordinator</i>	
• Organized large-scale university events with 200+ attendees; managed sponsor communications, logistics, and event materials.	
<b>“Vì Tiếng Cười Trẻ Thơ” Community Project</b>	July - August 2019
<i>Event Support</i>	
• Coordinated daily educational and recreational activities for over 100 children at SOS Village; ensured smooth event execution and contributed to a positive learning environment.	