Chi Nguyen

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SUMMARY

Final year student at Haaga-Helia AMK, with a strong interest in data management and data analytics. Proficient in relational databases, and adept at enhancing user experiences, improving website performance, and leveraging marketing analytics to drive user engagement and conversion rates.

SKILLS

Python (Pandas, NumPy, Matplotlib, Seaborn, Dash), Excel (PivotTable, VLOOKUP, MATCH, INDEX, Data validation, Descriptive Statistics), PowerPoint, SQL, relational database, Jupyter Notebook, CLI

CERTIFICATIONS

Data Analysis with Python - freeCodeCamp ([Certificate & project solutions](#))

PROJECTS

- **SQL Project: Ticket database**
  Group project to create a ticketing system database using SQL, incorporating data manipulation and definition languages to meet project requirements and ensure efficient data management and retrieval.

Tech stack: *SQL, relational database, DML, DDL, Normalised Database Migration.*

WORK EXPERIENCE

Front End Developer   June 2023 – July 2024
Trafore Oy   *Helsinki, Finland*
- Developed and maintained the front end of Exim, a comprehensive CRM system for Finnish taxi management, effectively handling data for tens of taxi companies and thousands of taxis from various data sources.
- Implemented features for salary management, invoicing, trip management, and car management, ensuring seamless integration and user-friendly interfaces.
- Integrated Payex and Adyen payment gateways to streamline financial transactions within the CRM.
- Enhanced the system's compliance with Finvoice 1.3 standard for invoicing and Payslip 2.0 standard for salary calculations, supporting Incomes Register (Tulorekisteri).

Tech stack: HTML, CSS, JavaScript, React, 4D Software, Relational database, Excel, SSL Certificates, CLI

Marketing Analyst   Jan 2021 – Aug 2021
Popit Ltd   *Helsinki, Finland*
- Content creation, run SoMe & Email campaigns, manage email automation, implement A/B tests to improve sales and increase website visits. 157% increase in online store traffic, 70% growth in B2C sales in Q1 2021.
- Evaluate user engagement to track the effectiveness of digital marketing campaigns on Google Analytics and Meta Business Suite.

Tech stack: Google Analytics, Meta Business Suite, Adobe Creative Suite

EDUCATION

Haaga-Helia University of Applied Sciences   2022 - Present
Bachelor's degree in Business Information Technology   *Helsinki, Finland*
Profile study: Data analytics & Business Intelligence

Karelia University of Applied Sciences   2016 - 2019
Bachelor's degree in International Business   *Helsinki, Finland*