PHAN THI NGOC HANG

DATA ENTHUSIAST

SUMMARY

Third-year International Economics student (at Foreign Trade University) passionate about data and business analysis with a solid foundation in data analysis and business understanding through structured coursework. Seeking internships or entry-level roles to apply analytical skills to real business problems.

ACTIVITIES EXPERIENCE

Enactus FTU Hanoi club (Media Department)   **Octorber 2023 - Octorber 2024**

- Analyzed page performance (25K followers) to identify high-performing content and adjust posting schedule to increase overall engagement.
- Implemented KPI reporting and recommended data-driven content strategies to help the team meet communication goals faster.

Vietnam Social Innovation Challenge (Marketing Department)   **July 2024 - January 2025**

- Competitor Research:
  - Conducted in-depth analysis of competitors to identify their strengths and weaknesses and understand market positioning and potential threats.
- Communication Effectiveness Evaluation:
  - Evaluated the impact of communication campaigns over several years.
  - Analyzed key performance indicators (KPIs) such as reach, engagement, and conversion rates.
- Strategic Insights:
  - Synthesized research findings to propose innovative approaches.
  - Developed new communication strategies based on competitor insights and market trends.

RESEARCH EXPERIENCE

Economic Subject   **January 2025 - Present**

- Analyzed the impact of ICT on provincial competitiveness using panel data; estimated with OLS and fixed-effects models and performed robustness checks with clustered SE and time fixed effects. Result: statistically significant positive effect of ICT on competitiveness; produced policy recommendations for digital infrastructure prioritization. (accepted for presentation at an international conference, SR-ICYREB 2025)
- Estimated the long-run impact of FDI on income inequality using ARDL models (bounds tests, short- and long-run coefficients) and cointegration analysis; conducted stability and sensitivity checks across country samples. Conclusion: significant long-run effects with heterogeneity by development stage; recommended targeted FDI policies to mitigate inequality. (presented in an international conference)

SKILLS

Teamwork	SQL (Advanced)	Excel nâng cao
Problem-solving	Stata (Advanced)	Tableau (basic)
Self-learning		Presentation

EDUCATION

Bachelor of International Economic   **September 2023 - Present**

Foreign Trade University
- Expected graduation date: 2027
- GPA: 3.57

ADDITIONAL INFORMATION

- **Language:** English
- **Certification:** Course completion and hands-on lab accomplishment for Introduction to Data Science (Microsoft provided, 2022)
- **Certification:** Google Data Analytics Professional (2025)