

VICTORIA NGUYEN

Data Analyst | Business Analyst | Web Designer | Social Media Strategist

CONTACTS



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CORE COMPETENCIES

DATA ANALYSIS

- Advanced knowledge in Data Visualization/Business Intelligence Applications
- High proficiency in working with spreadsheets, internet, and other business applications.
- Ability to lead a team of analyst and driving projects.
- Excellent knowledge of data management, and data analysis.
- Strong math, problem-solving, and troubleshooting skills.

DIGITAL MARKETING

- Multi-Site Operations
- Strong data analysis
- Web Creation/Management
- Competition Analysis
- Search Engine Optimization
- Social Media Communication

CUSTOMER SERVICE

- Relationship building
- Complaint procedures
- Positive language
- Telephone techniques
- Customer satisfaction

PROFILE STATEMENT

- Adaptable Data Analyst skilled in recording, interpreting and analyzing data in a fast-paced environment.
- Advanced proficiency in all aspects of Excel. Experienced in preparing detailed documents and reports while managing complex internal and external data analysis responsibilities.
- Possess a good team spirit, deadline orientated and having the ability to organise and present complex solutions clearly and accurately.
- Goal-driven, forward-thinking, and intuitive professional, offering expertise in business system analysis and automation, continuous process improvement, and technology operations and support.
- Practiced in clarifying business requirements, performing gap analysis between goals and existing procedures/skill sets, and designing process and system improvements to increase productivity and reduce costs.
- Forward-thinking and solutions-oriented professional, interested to pursue a business/data analyst position to fully utilize skills and expertise in business operations, requirements analysis, continuous process improvement and interpersonal collaboration.

AREAS OF EXPERTISE

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|-------------------------------|----------------------------|------------------------|
| • Web Management | • Content Development | • Data Analysis |
| • Interpersonal Communication | • Database Administration | • Data Mining |
| • Social Media | • Google Analytics | • Advertising |
| • Email Marketing | • Brand Management | • Keyword Research |
| • Search Engine Marketing | • Social Marketing | • Media Planning |
| • Quality Assurance | • Productivity Improvement | • Vendor Management |
| • Process Redesign | • Customer Solutions | • Resource Planning |
| • Data Cleaning | • Financial Engineering | • Relational databases |

PROFESSIONAL EXPERIENCE

Data Specialist & Digitizer

Jun. 2016 – Present

Lowther's Contracting, Burlington, NJ

- Participate on cross-functional project teams to identify critical items require from a reporting and analytics perspective.
- Lead and drive data governance initiatives to ensure key metric principals are defined and followed across multiple organizations and lines of business.
- Input data into company's system for estimation purpose. Manage inventory of warehouse and job sites.
- Digitize archetitural drawings for current and future estimation.

Server

Apr. 2012 – Present

Custard & Cakes Creamery, Philadelphia, PA

Took orders, presented and explained specials, offered information, and made suggestions about the menu. Resolved complaints regarding food quality or service.

- Maintained a positive working relationship with fellow staff and management. Provided fast, friendly and professional service to all guests and beverage servers.
- Enhanced the dining experience by ensuring each guest received immediate, personalized and professional attention.
- Consistently maintained bar and work areas clean and sanitary in compliance with bar standards and local, state, and federal laws.

REFERENCE

Available upon request

- Designed and updated the webiste to help new and returning customers with any questions pertaining to products and pricing.

Advancement Intern

Dec. 2014 – Jan. 2016

Our Lady of Mercy Regional Catholic School, Maple Glen, PA

- Created original social media content suitable for publishing across all Our Lady of Mercy Regional Catholic School social media platforms and channels.
- Managed creative content for events that raise money for organization; for example, billboards, posters, flyers, and postcards.
- Created documents that organize important informatin, including, inventory of merchandise and contacts. Helped redesign the logo for the school to help with revamping of the OLM image.
- Monitored performance metrics for measuring the impact of published digital content across all the school digital channels and platforms.

Financial and Advancement

Oct. 2012 – Oct. 2014

Hope’s Nail Salon, Burlington, NJ

- Created advertisments to launch business by creating and distributing flyers and promotional deals.
- Calculated and recorded employees hours to create weekly paychecks.
- Managed monthly expenses, recording transactions and disbursing payments to assocaited vendors.
- Analyzed profit and loss report to ensure revenue exceeded expenses.

Web Designer

Aug. 2011 – Jun. 2013

Julian Network, New York, NY

- Involved with design, development, testing, implementation, content and enhancements of new and existing applications to launch company’s online presence.
- Marketed new products by passing out flyers introducing products to potential customers.
- Created media for campaigns and digital initiatives that directly impact traffic to Julian Network, social properties and advertising.
- Responsible for researching, developing, editing and publishing original content for Julian Network’s social media channels.

EDUCATION HISTORY

• University of Pennsylvania

Full-Stack Coding Boot Camp

Expected Completion: July 2019

• Saint Joseph’s University, Philadelphia, PA

Master’s in Business Intelligence and Analytics

Expected Completion: December 2017

• LaSalle University, Philadelphia, PA

Bachelor of Science – Busniess Administration

Major – Marketing | GPA 3.80