VU HA (SOPHIA)
DATA SCIENTIST

INFORMATION

CONTACT

- Ha Noi, Vietnam
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SKILLS

- **Programming:** R, Python, SQL
- **Database:** MySQL, SQL Server
- **Big Data:** Hadoop, Spark, Tensorflow, Apache
- **Deep Learning, Machine Learning:** Libraries, frameworks, and algorithms
- **Cloud:** AWS
- **Others:** Team management, planning, reporting,...

WORK EXPERIENCE

DATA SPECIALIST   2024-Now
CS Vietnam Investment and Consultancy - Training JSC

- Developed 20+ ML models for diverse projects.
- Achieved 82% accuracy in predicting future events from real-world data.
- Extracted data from APIs and files (csv, pdf) to analyze public opinion trends on policy changes.
- Led Ministry-level research on cashless payments and digital asset management policies with experts.

FOUNDER   2020-Now
MNO1 Agency

- Founding Leadership: Established and led the agency.
- Client Acquisition: Secured and retained clients through networking and results.
- Team Management: Built and led a high-performing team.
- Strategic Planning: Developed and executed plans for sustainable growth and competitive advantage.

HEAD OF DIGITAL MARKETING   2022-2023
Mastertran Corporation (Doppelherz Vietnam)

- Developed and reported on marketing strategies
- Supported and collaborated with strategic partners
- Managed customer data and developed internal data platform
- Coordinated with IT to develop **CDP software** for personalized marketing and sales strategies.

MARKETING MANAGER   2019-2021
CONTENT MARKETING EXCUTIVE   2018-2019
Punnata Group Company Limited

- Planned and executed advertising & branding campaigns
- Developed multi-channel ad campaigns on Social
- Led and trained team members.
- Collaborated with partners like VCCorp, Shopee,...
- Managed social media and created content.

EDUCATION

MASTER OF SCIENCE, DATA SCIENCE   2023 - Now
Liverpool John Moores University

BACHELOR'S DEGREE, ACCOUNTING   2012 - 2016
University of Economics Technology for Industries

CERTIFICATE

- **VPbank Technology Hackathon** - VPbank & AWS - Jun 2024
- **Data Science Progamming Bootcamp** - UpGrad - May 2024
- **AWS Gameday with VPBank** - VPbank - Sep 2023
- **Data Science** - Computer Science Center of HCM University of Science - Apr 2022
- **Data Analysis for business** - Data Analysis School - Feb 2020
- **TOEIC 690**

GITHUB PROJECT

- URL: github.com/vuha7394
- Framework: Tensorflow, Pytorch, AWS, others...
- Field: NLP, Computer Vision, Reinforcement Learning,...