Thuy Ngoc Phuong Ta
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Curriculum Vitae

Personal information

Date of birth:	05.08.1992
Place of birth:	Ho Chi Minh City, Vietnam
Nationality:	Vietnamese

Education

since 10/2017	Ludwig-Maximilian-Universität (LMU) – Munich, Germany Bachelor of Science, Statistics
09/2010 – 11/2014	International University – Ho Chi Minh City, Vietnam Bachelor of Science, International business *(Note: 2.5)*

- *Thesis (Dr. Anh Phan): „A study on how online travel reviews affect tourists' planning decisions? In the case of Tripadvisor website".*

Work Experience

since 03/2019	Münchener Rückversicherungs-Gesellschaft Munich, Germany *Business-/Data Analytics Intern* Tasks:

- Advanced data analyses using latest machine learning and statistical methods, e.g. R, Python, SQL and Power BI
- Participation in developing analytical software prototypes
- Support of big data management activities
- Analytical consulting and technology research
- Supporting an agile project team consisting of Business Experts, Data Scientists, Data Engineers and IT Architects

10/2017 – 02/2019	FRAMOS GmbH Munich, Germany *Data Analytics working student in Product Marketing Department* Tasks:

- Supported Product Marketing Team's activities, such as portfolio evaluation, portfolio planning, market launches, product training, product care, channel and supplier management
- Took care of own projects supported by a mentor, e.g. conception of an evaluation tool, conception and support

of trainings & seminars and implementation

- Assistance in internal and external surveys and data analysis
- Assistance in market, competitors and supplier analysis for further strategic evaluation
- Supported in preparation of product documentation, compilation of reports & presentations, updated of product database and process descriptions

12/2014 – 04/2015	Deloitte Tax Department

Ho Chi Minh City, Vietnam
Tax Intern, specialized in Transfer Pricing
Tasks:

- Worked with other Ph.D. economists, attorneys and tax specialists to analyze and resolve global tax and finance issues faced by multinational corporations.
- Devised and executed database searches for companies in Vietnam and foreign markets, incorporating financial information into a proprietary financial model and conducted economic, financial and accounting analyses.
- Assisted in drafting proposals, reports, document requests and other correspondence, as well as preparation of charts, reports and presentations.

11/2013 – 11/2014	Saigon Skydeck

Ho Chi Minh City, Vietnam
Customer Service Intern
Tasks:

- Took full responsibility in credit procedure: sold tickets or corporate gifts, followed certain reports with Supervisors when finish shifts.
- Forecasted and made sure tickets or gifts are always in stock, ready to sell at all times.
- Supported guest with directions and information.
- Followed up the guest issue until each has been met to guests' satisfactions.
- Notified Loss Prevention/Security of any reports of theft

08/2013 – 08/2013	Global Internship at CJ Group, Seoul, Korea *(2 weeks)*

and at SCJ TV Home Shopping, Vietnam *(1 week)*
Tasks:

- Supported the online marketing and sales teams in day-to-day operations
- Planned, implemented and evaluated marketing campaigns (e.g. affiliate marketing, marketing, Google AdWords, social media marketing)
- Supported the implementation of search engine on-page optimization and off-page measures

06/2013 – 08/2013	Buzzmetrics Inc.

Ho Chi Minh City, Vietnam
Data Analyst Intern
Tasks:

- Analyzed and supported the implementation of social media projects.
- Supported the social media team in the support and editing of social media channels.
- Researched the latest social media trends and market observation and competition analysis.

Skills

Software:	Proficient in Microsoft Word, Excel, Outlook and Powerpoint

Proficient in R, Transact-SQL, Power BI, Python, Microsoft Azure and Basic in SPSS, SAS, Java und SAP Business Suite