

Nho Thanh Le

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PROFILE

Analytical and growth-minded early-career professional with strong technical capabilities in SQL, Python, and data visualization, seeking to transition into a **Growth Marketing Analyst role**. Experienced in delivering data-driven insights, building end-to-end analytics dashboards, and supporting user-centric experiments. Adept at working in agile environments, collaborating with cross-functional teams, and learning new tools to enable business growth. Actively exploring CRM systems and marketing automation platforms. Enthusiastic about shaping innovative digital experiences that drive customer acquisition, retention, and lifetime value.

EDUCATION

Master of Information Technology & Master of IT Management

Major: Data Management & Analytics

The University of Sydney (Jul 2023 – Present)

- Advanced coursework in PostgreSQL, Tableau, Pandas, LaTeX, and ETL with Pentaho

Bachelor of Science in Information Technology

Major: Data Analytics

University of Technology Sydney (Feb 2019 – Nov 2022)

Graduated with Distinction

- Core skills: SQL, Tableau, Python, HTML, CSS, Swift

GROWTH & DATA PROJECTS

- Growth Insights from Google Play Store Apps

Analyzed 10,000+ apps to identify factors impacting engagement, retention, and monetization

- Conducted sentiment analysis on user reviews to derive product feedback insights
- Visualized trends in pricing, category saturation, and rating distribution using Python & Seaborn

<https://github.com/tle057zz/The-Android-App-Market-on-Google-Play>

- Twitter Sentiment Analysis - 2016 US Election

- Built Tableau dashboards to visualize engagement and sentiment trends over time
- Applied TextBlob and NLTK for tweet classification and NLP-driven topic analysis
- Suggested timing and content strategies based on peak user interaction windows

- Netflix Duration Trends Report

- Identified shifts in consumer content preferences using time-series visualization
- Used Python (Pandas, Matplotlib) to uncover content type patterns that can inform campaign targeting

<https://github.com/tle057zz/Investigating-Netflix-Movies-and-Guest-Stars>

- Web App for Marvel Hero Analytics
- Built login-enabled full-stack app to display character trends using NoSQL and Node.js
- Developed dashboards highlighting audience preferences and power-type popularity

<https://github.sydney.edu.au/COMP5347-COMP4347-2024/Lab-12-Group1-A2>

Supersize the Image – AI-Powered Image Processing

- Developed a Django web application to upscale low-resolution images using deep learning-based super-resolution
- Integrated PostgreSQL to manage admin/user credentials and image records
- Collaborated within a 4-member team to incorporate the AI model into the app's backend logic
- Designed user flows that demonstrated the potential of automated enhancement for product visuals and marketing assets

<https://github.com/tle057zz/super-reso>

RELEVANT TECHNICAL SKILLS

- Data & Analytics: SQL, PostgreSQL, Python (Pandas, NLTK, Seaborn, Matplotlib)
- Data Visualization: Tableau, Jupyter, HTML/CSS-based dashboards
- Web & Automation: Flask, Django, JavaScript, GitHub, ETL via Pentaho
- Soft Skills: Knowledge Management tool like slack, team collaboration through discord, proactive learner

WORK EXPERIENCE

Linkcloud.io – Link Group – Back-end Intern

Sydney, NSW | Part-time (Sep 2023 – Nov 2023)

- Kotlin with spring boot backend coding
- Trials with Docker container microservices
- Learnt how to work with version control system like git in a big team

Comserve Technology Ltd – Repair Technician

Sydney, NSW | Part-time (Jul 2022 – Dec 2022)

- Delivered technical support and issue resolution for customer systems
- Diagnosed and repaired OS, software, and hardware issues
- Supported user onboarding and advised on PC purchasing decisions

CERTIFICATIONS & COURSES

- SQL Fundamentals Track – DataCamp (PostgreSQL)
Credential ID: 0c2e85719aff01ecc77f176bd7b9c5105261fe6c
- Building a REST API with Python and Flask – Coursera
Credential ID: AXF9XBKP48UG

INTERESTS

Marketing analytics, growth hacking, SaaS products, creative experimentation.