

Nho Thanh Le

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<https://www.thanhle.it.com/>

Analyst and growth-minded early-career worker with SQL, Python, and data visualization skills seeking an analyst position in marketing. Ability to deliver data-driven insights, construct analytics dashboards, and facilitate user-centric experimentation. Skilled at agile work, cross-functional teamwork, and business growth tool learning. Investigating CRM and marketing automation systems. Passionate about creating unique digital experiences that increase 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 Data Integration

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 app data and user sentiment to optimize monetization strategies using Python and Seaborn
<https://github.com/tle057zz/The-Android-App-Market-on-Google-Play>
- Netflix Duration Trends Report - Identified duration shifts and viewing trends using Python (Pandas, Matplotlib) for future marketing plan for movies
<https://github.com/tle057zz/Investigating-Netflix-Movies-and-Guest-Stars>
- Web App for Marvel Hero Analytics - Developed full-stack web app with NoSQL database to track superhero traits and popularity which may contribute to merchandise marketing strategy
<https://github.sydney.edu.au/COMP5347-COMP4347-2024/Lab-12-Group1-A2>
- Supersize the Image – AI-Powered Image Processing to enhance marketing visuals with AI, improving asset quality and UX flow
<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 team collaboration

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.