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, A/B testing frameworks, 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

* 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

* 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

* 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

## RELEVANT TECHNICAL SKILLS

- Data & Analytics: SQL, PostgreSQL, Python (Pandas, NLTK, Seaborn, Matplotlib)  
- Data Visualization: Tableau, Jupyter, HTML/CSS-based dashboards  
- Marketing/Growth Tools: Exploring Metabase, Customer.io, Apollo, Clay, A/B testing frameworks  
- Web & Automation: Flask, Django, JavaScript, GitHub, ETL via Pentaho  
- Soft Skills: Strong communicator, team collaborator, proactive learner

## WORK EXPERIENCE

Comserve Technology Ltd – Repair Technician  
Sydney, NSW | Part-time (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, food tech startups