Nho Thanh Le

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| Sydney, NSW | 0432 813 909 | lenhothanh.nsl@gmail.com | linkedin.com/in/tle057 |

<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.