TRAM LE

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EDUCATION

Drexel University, LeBow College of Business & Pennoni Honors College   *Philadelphia, PA*
- Bachelor of Science in Business Administration   ***Anticipated Graduation: May 2023***
- **Majors:** Business Analytics & Marketing | **Minors:** Data Science & International Economics   ***GPA: 3.91***
- **Leadership:** American Marketing Association at Drexel – Vice President, Ascend Student Chapter – Marketing Director

PROFESSIONAL EXPERIENCE

URBN - Nuuly   *Philadelphia, PA*
Reporting & Data Analytics Co-op   *March – September 2022*
- Streamlined CX reporting table using SQL and LookML, providing data to multiple teams saving 20GB in processing power
- Conducted clustering analysis via Python to identify trendy attributes, predicted a 25% increase in leather items demand
- Analyzed product amortization by class using Python, identifying a 23% quicker amortization rate in cheaper dresses
- Built a 12-metrics fraud dashboard to identify and track 244 fraudsters, preventing 50+ potential fraudulent accounts
- Reduced information search time by 90% by building a clothes library using Excel's VLOOKUP connected to BigQuery data

Deloitte   *Hanoi, Vietnam*
Insights & Analytics Intern   *January – March 2022*
- Detected a 30% shift from urban to suburban properties by cleaning & analyzing 2M migration survey data points using R
- Visualized financial growth of the top 10 FDI-funded companies in Power BI, informing a semiconductor client acquisition
- Forecasted 60% retail growth in air purifiers for client's market demand report by analyzing yearly sales changes in Excel
- Composed client's satisfaction rating report and proposed 5 actionable solutions; boosted rating by 10% in 2 months

Publicis Health Media   *Philadelphia, PA*
Paid Search Associate Co-op   *March – September 2021*
- Optimized a pharma client's $4.5M budget by analyzing account performances, reduced spend fluctuation to 5% monthly
- Fulfilled 100% KPI goals by forecasting monthly bid strategies & desired max bid from the prior month's spending
- Revealed 42% impressions increase after ad copy changes by analyzing ad performance using Data Studio dashboard
- Automated manual reporting tasks using VBA, saving 70% of time spent manually editing +30 reports per month

Tuck-ins   *Philadelphia, PA*
Business Development Specialist Co-op   *April – September 2020*
- Grew customer base by 8% in a month by analyzing 5,000 users' data in Google Analytics to identify demographic patterns
- Reduced excess inventory by 15% by identifying product demand from 1,000+ weekly website transaction analysis
- Forecasted ads click-through rate via Excel Moving Average to inform coupon release, increased profit by ~20% per order
- Located 5% visits increase from Facebook users by building a Tableau dashboard to compare monthly traffic by channel

PROJECT EXPERIENCE

US Gun Violence Crime Rate Analysis, Team Leader   *August – September 2022*
- Researched challenges in collecting & storing crime data to recommend solutions to improve data accuracy & efficiency
- Analyzed 260K gun violence incidents and identified the top 10 common attributes to suggest preventative measures

News Filtering Program – News Website Scraping, Developer   *March 2022*
- Developed a web scraping tool using Python to scan 12 news sites for relevant articles according to 30 given keywords
- Reduced 60% of time spent manually identifying research articles for four associates by automating the news finding task

Stock Forecast – Twitter Sentiment Analysis, Analyst   *October – December 2021*
- Established a positive correlation between public opinions and stock outcome by analyzing +5000 tweets using R Lexicon
- Trained 1,300 labeled tweets to predict 3,700 unlabeled tweets; forecasted the top 25 stocks' trends with 75% accuracy

HONORS & AWARDS

COVID-19 Impact on Retailer Datathon Case Competition – PwC, Second Place   *November 2021*
Corporate Social Responsibility Case Competition – BCG, Semi-Finalist   *May 2019*
Save the Triangle Case Competition – Drexel Triangle Newspaper, First Place   *April 2019*

SKILLS & TECHNOLOGIES

Data Analytics & BI Tools: SQL; Python; R Studio; VBA; SPSS; Google Analytics; Looker; Tableau; Power BI; Data Studio
Marketing Tools: Google/Microsoft AdWords; Search Ads 360; SEMrush; Screaming Frog; HubSpot; CrazyEgg; Intercom
Languages: English (Fluent); Vietnamese (Fluent); Korean (Intermediate); American Sign Language (Beginner)