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: December 2022***
- **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

Seoul National University   *Seoul, South Korea*
- Exchange Student in College of Business Administration   *September – December 2019*

PROFESSIONAL EXPERIENCE

URBN - Nuuly   *Philadelphia, PA*
Reporting & Data Analytics Co-op   *March 2022 – Present*
- Identify top customers by building a 10-attribute scoring model in SQL, cutting 10% respond time for top 25% customers
- Recommend 20 FAQ via SQL text mining reviews and Crazy Egg clicks tracing, reduced customer contact rate by 30%
- Analyze rental history via BigQuery, identified 27 mislabeled clothes by season and increased availability at peak by 20%
- Discover a 15% increase in event dress demand by analyzing +25,000 interaction data to forecast trends using Data Studio
- Reduce information search time by 90% by building a clothes library in Excel using VLOOKUP connected to BigQuery data

Deloitte   *Hanoi, Vietnam*
Insights & Analytics Intern   *January – March 2022*
- Forecasted 60% retail volume growth in air purifiers for client's market demand report by analyzing sales data in Excel
- Increased F&B client's new customers by 20% by proposing awareness strategies through market research & analysis
- Uncovered a 30% shift from urban to suburban properties via migration data analysis for client's real estate market report
- Identified top 10 FDI funded companies by visualizing growth in Power BI, informing a semiconductor client acquisition

Publicis Health Media   *Philadelphia, PA*
Paid Search Associate Co-op   *March – September 2021*
- Executed optimization strategies for a pharma client's $4.5M budget to ensure 5% fluctuation from desired ad spending
- Fulfilled 100% KPI goals by forecasting monthly bid strategies and desired max bid from prior month's spending
- Grew site impression by 30% for two weeks of prostate cancer awareness, balanced $6.5K using search volume forecast
- Improved ad quality scores by an average of 20% in 90 days by developing ad copy for medication search ads legal review

Tuck-ins Foods   *Philadelphia, PA*
Business Development Specialist Co-op   *April – September 2020*
- Implemented strategic changes to sales operations by analyzing 5,000 purchasing data by age using Google Analytics
- Boosted weekly sales by 10% in four weeks by introducing new customized packaging based on market demand analysis
- Identified three growth areas with 10,000 untapped users by analyzing 2,000+ data points from weekly Facebook ads
- Improved weekly site lead via email by 30% by streamlining segmented direct email marketing campaign using HubSpot

PROJECT EXPERIENCE

Stock Forecast – Twitter Sentiment Analysis, Analyst   *October – December 2021*
- Analyzed 5,000 data points using Lexicon sentiment analysis in R to answer if public opinions affect stock performance
- Trained 1,300 labeled tweets to predict 3,700 unlabeled tweets; forecasted the top 25 stocks' trends with 73% accuracy

PTI 2022 Drug Launch Media Plan, Team Leader   *July – September 2021*
- Constructed an ad placement strategy for a Q3 2022 drug launch by researching the competitive landscape using SEMrush
- Pitched $200K budget allocation to five digital media channels to target three patient profiles and four health care professional groups by analyzing +10,000 search ads interactions using AdWords

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