

THU TRANG BACH

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HIGHLIGHTS OF SKILLS & QUALIFICATIONS

Results-oriented aspiring Master's Student in Business Analytics & AI with a strong background in developing and improving supply chain efficiency by 50%. Proven ability to reduce costs, and increase forecast accuracy. Skilled in project planning with a commitment to driving successful outcomes and delivering high-quality results.

WORK EXPERIENCE

Procurement, Supply Chain Specialist, Bollhoff Vietnam Fastenings Technology Co., Ltd. Apr 2021-Aug 2025

- Analyzed and monitored supply chain performance metrics, identifying areas of improvement and implementing strategies that resulted in overall supply chain cost down by 20%
- Involved in sales practices with prominent customers including Vietnamese multinational automotive company, global space technology companies, while directly handled key firms inclusive of many OEM manufacturers, global market leaders in industrial automation and software
- Conducted extensive market research to make predictive analytics for production forecast to perform 98% satisfaction on just-in-time delivery
- Conducted regular reviews and variance analysis to learn from actual results and adjust future predictions to avoid excess inventory
- Managed the logistics of international shipments, reducing customs clearance times by 50%

Assistant Marketing & Communication Manager, InterContinental Hanoi Landmark72 Sep 2018-Feb 2019

- Developed and executed marketing plans within the budget of CAD50,000 yearly
- Created marketing materials and analyzed data to track campaign performance
- Supported the creation of marketing materials
- Assisted in organizing and coordinating events in the hotel

Social Media Executive, JW Marriott Hanoi Hotel Oct 2016-Sep 2018

- Created marketing content on social media channels to increase brand visibility and performances to generate additional sales
 - Produced social media performance reports and managed digital budgets within CAD12,000 yearly effectively
 - Best Employee Award of the Year 2017/2018
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EDUCATION

Master of Business Analytics & AI Sep 2025 - Sep 2026

Ontario Tech University, Oshawa, Ontario, Canada

- Relevant coursework: Business Analytics, Big Data Systems Design, Programming and Data Processing, Artificial Intelligence Programming and Digital Transformation

Bachelor of Arts in Marketing, Psychology minor Aug 2015 - Aug 2019

University of Massachusetts - Amherst, Massachusetts, the United States

- Relevant coursework: Consumer Behavior, Marketing Research, Internet Marketing, International Marketing, Retailing Management & Technology, Social Psychology, Developmental Psychology
- GPA: 3.33/4.0

Associate of Arts, Business Administration Sep 2011 - May 2013

Seattle Central Community College, Seattle, Washington, the United States

- GPA: 3.83/4.0
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ADDITIONAL INFORMATION

- **Technical Skills:** Python (Beginner), Infor M3®, SAP, Project Management, Indesign, Photoshop, data visualization skills
- **Soft Skills:** Data-driven strategic planning, critical thinking skills, copy writing & story telling skills, time management
- **Languages:** English, Vietnamese, French (Beginner)
- **Awards/Activities:** Best Employee Award of the Year 2017/2018, Isenberg Foundation Scholarship, Dean's List, President's List, Foundation Scholarship, Member of Fundraising Committee and International Student Club, Associate of Student Websites and Publications