TUNG LE

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EDUCATION

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOLOF BUSINESS Wellesley, MA
M.S. in Business Analytics Candidate, **GPA: 3.75** Sep 2022 – Dec 2023
Relevant course work: Machine Learning, Programming, Data Visualization, Econometrics, Optimization Methods, Marketing Analytics, Pricing Strategies, Portfolio Management, Entrepreneurship
Awards: Recipient of the Class of '23 Scholarship, Impact Award

UNIVERSITY OF WISCONSIN – MADISON Madison, WI
B.S. in Nutritional Science & Dietetics Jan 2019 – May 2021
Relevant course work: Statistics, Calculus, Psychology, Marketing, Physiology, Accounting and Finance

EXPERIENCE

Havas Boston, MA
Analytics Intern Jun 2023 – Sep 2023
Client Account: Fidelity Investments

- Developed complex SQL queries to extract and transform Social, NLV, Display, and Search data with up to 200M+ rows from GCP
- Facilitated data cleaning in BigQuery by using Regexp and conditionals, aggregating 200+ search keywords into 13 groups for Personal Investments data, and 1.5k ad names to 218 creatives based on labeling conventions for Enterprise data
- Engineered R code to efficiently wrangle data pulled from GCP and Ads Managers, automating joins, unions, and ad name text-processing into new vectors, eliminating manual Excel data cleaning step and reduced analysis time by 20%
- Analyzed lead funnel data from 7 channels by calculating and tracking 6 KPIs to optimize marketing mix investments across 4 key campaign objectives, estimated to increase ROAS by 24% in Q2
- Gathered insights and developed Tableau dashboards to measure Fidelity Bloom App installs, $5M+ MoM marketing expenditure, and account opens across 6 investment categories for monthly client reports and presentations

Honda Le Vinh Phu Vung Tau, Vietnam
Business Analyst Jan 2022 – Aug 2022

- Wrote 1,000+ lines of SQL to extract and transform sales data from 30+ tables, analyzing performance by determining conversion from assigned leads based on 1-year worth of sales cycle data
- Examined revenue trends and identified 2 bottlenecks in operations, estimated to cost more than $50k annually, by tracking sales cycle times, costs, and staff allocation
- Executed cost-benefit analysis to compare costs and benefits of different staffing numbers and optimized employee allocation for service tasks, decreasing personnel costs and increasing profitability by 7% MoM

Badger Catholic Madison, WI
Marketing Manager Aug 2020 – May 2021

- Conducted analysis across audience segments and implemented 3 optimization tactics for cross-channel marketing
- Led development of a comprehensive GTM strategy for branded merchandise, anchored by 5 key pillars
- Leveraged propensity modeling to direct customer-centric targeting and retention strategies

Marketing Analyst Jan 2020 – Aug 2020

- Lead multivariate and A/B testing on online discount campaign, discovering a 5% increase in conversion for discounted visitors
- Oversaw and refined reports to track trends and campaign results across marketing systems including marketing automation and 3 social media management tools
- Developed tracking tools across paid and owned marketing channels, including email, SMS, organic and paid social, website and traditional advertising channels

RESEARCH EXPERIENCE

Babson Consulting Project
Data Analyst Jan 2023 – May 2023

- Identified 7 data quality and integration issues based on client's business questions, transformed data by performing text processing in R to generate 14 new vectors, and provided future data management recommendations
- Performed web scraping and sentiment analysis using Python and Beautiful Soup libraries to analyze customer fill-out forms from 36 leads channels, creating a comprehensive database of customer activity successfully integrated into the system
- Analyzed sales cycle data to identify 3 key drop-off points, and recommended 5 actionable solutions to improve conversion rates at those points

Bike Share Ridership Prediction Project Sept 2022 – Dec 2022

- Utilized clustering techniques to impute missing values for ridership type based on 28 variables
- Employed 4 ML algorithms to predict total ridership based on 28 variables, achieving a 300% improvement in KPIs compared to benchmark

SKILLS

Computer: SQL, R, Python, SAS, Tableau, Power BI, BigQuery, GA4, CM360, Innovid, Microsoft Suite, HTML/CSS
Languages: English, Vietnamese | Interests: Artificial intelligence, Running, Golf, Tennis