

Thao P. Duong

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SUMMARY

- Aspiring Business Analyst with a keen interest in using data to identify new opportunities and enhance customer satisfaction
- Technical proficiencies include SQL, Tableau, R, SAS, STATA, Hadoop, HTML, CSS and Microsoft Office
- Experienced marketing manager at a B2B SaaS company and power user of Google Analytics, Salesforce, and HubSpot
- Team player, communicator, and self-starter who thrives in fast-paced startup environments

EDUCATION

- M.S. in Business Analytics, The University of Texas at Dallas – GPA: 4.0 - To Graduate 12/2018
- B.S. in Marketing & Business Administration, The University of Texas at Dallas (Summa Cum Laude) – 05/2016

PROJECTS

Intern Conversion Project: Texas Instruments Analytics Challenge (Finalist)

- Analyzed 4 survey data of over 400 interns to offer recommendations for conversion rate improvement
- Performed descriptive analysis, and logistic regression for quantitative data, and examined text data with sentiment analysis

5-Course Specialization: Data Visualization with Tableau (Coursera Certificate)

- Learned different options for charts, dates, table calculations, mappings, and the best visual choices for each data type
- Capstone project: Created a multi-frame data story to present college majors and future job prospects associated with each

Carter's Sales Improvement: Predictive Marketing Analysis with SAS

- Used predictive marketing analytics and data visualization to analyze Carter's sales data for nearly 5,000 customers
- Created 6 segments based on customers' demographic and purchase behaviors, then applied market basket analysis and regression to identify new product bundles and discounts for each segmentation

Internal Email Exchange: Social Network Analysis with R

- Built an interactive shiny app to display and analyze a network of 1K+ users and 25K+ emails in RStudio
- Calculated degree centrality, betweenness centrality and visualize 2-hop neighbors using igraph and networkD3 packages

Toyota Camry Car Reviews: Natural Language Processing with R

- Examined online 2012-2017 Toyota Camry reviews (1K+) based on 4 criteria: service, price, handling, and interior
- Visualized the overall sentiment in R Shiny and built a model to predict the star rating given the actual text reviews

Manage Big Data in Hadoop Ecosystem

- Imported and handled different types of data (complex data structures, tweets, JSON) in Hadoop using Sqoop and Hive
- Processed and transformed data in Hadoop using Spark and Scala

EXPERIENCES

Institute for Innovation and Entrepreneurship (IIE), UT Dallas

Student Assistant – 09/2017 to Present

- Initiated a room reservation system that enabled 10+ students per week to use available conference rooms
- Managed the Mentor Office Hours initiative with 60 mentoring sessions and 12 entrepreneur mentors over the course of 6 weeks (up from 25 regular mentoring sessions recorded in Fall 2017)
- Designed annual and quarterly reports, brochures, PowerPoint templates, banner ads and other promotional materials for the Institute and its campus-wide events/competitions

Conexlink | MyCloudIT

Marketing Manager – 02/2016 to 05/2017

- Persuaded management to bring marketing in-house and implement marketing automation tools, boosting website visit by 227% YoY and saving \$60,000 in annual budget
- Integrated Salesforce CRM with HubSpot marketing software, resulting in 20% increase in email open rate and 30% increase in form submission rate over the course of 3 months
- Developed and executed a 6-month content strategy that led to a 70-page “Public Cloud Migration Guide” e-book, which was introduced at the 2018 Microsoft's Inspire Conference and then used as a key lead generator online and at tradeshow
- Completed the first and current resource library for MyCloudIT – a remote workspace management platform, which includes a complete user guide with video demonstration, datasheets, use cases, and customer stories

Sponsor for Educational Opportunity (SEO-Vietnam)

Recruitment Director – 1/2015 to 5/2016

- Orchestrated 3 recruitment seasons with 1500+ applications for the most esteemed career development program in Vietnam
- Redesigned and implemented a more effective application portal, which streamlined the communication among applicants, graders, interviewers, and company representatives, and radically improved user experience

WORK AUTHORIZATION: F-1 Visa (STEM)