



HUYNH QUANG TRI NGUYEN

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BOD: 18/05/2002

SUMMARY PROFESSIONAL

Results-driven professional with a Master’s in Business Analytics and a Bachelor’s in International Business from the University of Wollongong. Combines strong academic grounding with hands-on experience in business development, market research, and customer segmentation. Demonstrated ability to translate data into actionable strategies through CRM management, lead qualification, and performance analysis. Skilled at aligning analytical insights with business objectives to drive smarter decision-making, optimise operations, and enhance customer acquisition. Now seeking to contribute these capabilities in a dynamic role within Business Development, Market Research, or Growth Strategy, where data, creativity, and commercial insight intersect to unlock strategic opportunities.

WORK EXPERIENCE

OESON - Education Industry - Australia

Sale and Marketing Official

Mar 2025 - Aug 2025

Sale and Marketing Internship

Nov 2024 - Mar 2025

- Conducted competitor and market analysis to inform sales strategy.
- Created weekly performance reports for multi-channel marketing campaigns.
- Increased social media engagement by 20%+ through targeted content.
- Supported team presentations and proposal development for business pitches.
- Managed social media platforms and monitored campaign KPIs.
- Worked with sales, product, and marketing teams to improve lead quality.

PiHome - Real Estate - Vietnam

Dec 2023 - Mar 2024

Business Development Internship

- Identified and qualified 60+ potential leads through market research and prospecting.
- Scheduled 3–5 qualified meetings/week, contributing to seller engagement pipeline.
- Maintained CRM data integrity to track lead progress and team KPIs.
- Prepared demo decks and reports for stakeholder presentations.
- Collaborated with marketing and operations teams to tailor outreach by segment.
- Contributed 3 content themes based on buyer behavior and pain points.

EDUCATION

Bachelor of Business

Graduated August 2024

University of Wollongong, Australia

- Major in International Business.
- Focus areas on Global Business Strategy, Cross-Cultural Management, and International Marketing.

Master of Business Analytics

Graduated August 2025

University of Wollongong, Australia

- Relevant coursework in Descriptive Analysis, Predictive Modelling, Business Intelligence, Advanced Statistical Analysis.
- Capstone Project: Boosting Revenue for Bike MS using Segmentation and Predictive Analytics

KEY SKILLS

Analytical & Technical Skills

- Business Analytics & Data Storytelling
- Microsoft Excel (Pivot Tables, VLOOKUP, Charts), Google Sheets (Formulas, Dashboards)
- SAS Studio (Data Visualization, Buidling Model)
- CRM Tools
- Performance Reporting & KPI Monitoring
- Market & Competitor Research
- A/B Testing – Fundamentals & Campaign Analysis

Business Development & Growth Strategy

- Lead Qualification & Prospect Mapping
- Customer Segmentation & Persona Development
- Go-to-Market Support & Proposal Creation
- Cross-functional Team Collaboration (Sales, Marketing, Product)
- Social Media Management & Engagement Optimization
- Campaign Planning & Channel Strategy Support

Professional & Interpersonal Skills

- Critical Thinking & Problem Solving
- Strategic Communication (Written & Verbal)
- Teamwork in Multicultural Environments
- Attention to Detail & Time Management
- Fast Learner with High Adaptability

LANGUAGE

- Vietnamese : Native
- English : Business Level Ielts