

NGUYEN MINH LY

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Experience

CHO TOT CO., LTD 2019 - 4/2021
Vietnam's leading classified ads web-app, ~1M daily active user

Business analyst

Proposed software requirements through data analytics & user research. Coordinated with designers & engineers in experiments and releases of revenue-generating features

- Increased average revenue per user (which was mostly stable beforehand) by 7% ~ \$5000 in 15 days by initiating ideas, analyzing data, designing A/B test, leading all user researches & propelling implementation of a product feature, which required minimal tech effort
- Proposed monetization strategies and measurable KPIs through volunteering to analyze users' spending data. Created dashboard to measure the KPIs
- Advanced team OKRs tracking by convincing the team to use Jira
- Fastest SQL learner of the team, go-to SQL teacher for many colleagues

GALAXY STUDIO ., JSC - FILM DISTRIBUTION 2016 - 2019
2nd largest film distributor in Vietnam
Exclusive distributor of SONY Pictures, 21st century FOX (since 2019)

Senior Accountant

Lead a team of 2, responsible for controlling and reporting Revenue and Cost of ~5 projects/month, ~1000 transactions/project

- Co-ordinated with software developers to design new Enterprise resource planning (ERP) system. Trained other 15 accountants both Galaxy distribution & Galaxy cinema (3rd largest cinema franchise in Vietnam) to use the new system
- Shortened payment process and reduced paperwork by 50% by re-designing the process and convincing other teams to adopt it
- Saved 20% key-in human resources of by creating new accounting map, enhancing data processing & report
- Selected to be a management trainee (20 out of 5,000+ employees)

B&COMPANY VIETNAM CO., LTD 2014 - 2016
A Japanese consulting and market research startup
Clients are Japanese small and medium enterprises

General Accountant

Conduct all accounting tasks for B&Company and its clients

Education

HANOI UNIVERSITY (Hanu)

*Bachelor of
Finance & Banking* Jun 2014

Top 5% in class

80% of tuition covered by Hanu's merit scholarship awarded to top academic performers

DUKE UNIVERSITY X
COUSERA (online learning)

*Programming
fundamentals* Oct 2021

Learnt how to develop a basic algorithm, read code and understand how programming concepts relate to algorithms.

Skills

Advanced SQL
Basic Java
Basic HTML, CSS

Other

- Created an Instagram account sharing English-learning content to 4200+ followers (@hoc.tieng.anh.qua.phim)
- Finished 6 marathons in 5 years
- Coached 5+ friends in finishing their first marathons and 10+ friends in running
- Led 3 trekking/marathon trips for 20+ friends & colleagues
- Founded Cho Tot dance club, taught others to dance