

Dieu Thuy Bach

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PROFESSIONAL SUMMARY

Motivated Marketing-focused Business student with strong analytical and communication skills, seeking to apply data-driven thinking to digital marketing and brand strategy. Experienced in using Excel and data analysis to identify trends, optimize performance, and support decision-making. Eager to develop skills in content marketing, social media strategy, and consumer behavior analysis.

EDUCATION

University of Nevada, Reno

Bachelor of Science in Business Administration

Expected Graduation: June 2029

SKILLS

- Data Analysis (Excel, basic SQL)
- Digital Marketing Fundamentals
- Content Creation & Social Media
- Market Research & Consumer Insights
- Communication & Storytelling
- Problem-Solving & Critical Thinking

RELEVANT EXPERIENCE / PROJECTS

Academic Projects (Business & Data Analysis)

- Analyzed datasets using Excel to identify trends and support decision-making
- Interpreted data insights and presented findings in a clear, business-oriented format
- Applied problem-solving techniques to improve efficiency in simulated business scenarios

ADDITIONAL INFORMATION

- Strong interest in digital marketing, branding, and consumer psychology
- Quick learner with adaptability in fast-changing environments
- Actively developing skills in marketing tools and analytics

CERTIFICATIONS

- (Add relevant certifications such as Google Analytics, HubSpot, etc.)