

Contact

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🌐 <https://dariodang.github.io>

🐙 <https://github.com/DarioDang>

EDUCATION

2024 - 2025

UNIVERSITY OF CANTERBURY

- Master of Applied Data Science
- Distinction Honor

2021 - 2022

UNIVERSITY WEST OF ENGLAND

- Bachelor of Business
Management with Marketing
- Second Upper Class

2017 - 2021

INTERNATIONAL UNIVERSITY

- Bachelor of Business
Administration

SKILLS

- ETL Automation
- Machine Learning Optimize
- SQL/ Python/ PySpark/ R
- Workflow Orchestration
- Cloud Administration Storage
- Critical Thinking
- Project Management

CERTIFICATES

- Microsoft Azure (AZ - 900)
- Machine Learning for Data Analytics
- SQL/ Python for Data Analytics
- DATA ENGINEER - ZOOMCAMP
- MLOPS-ZOOMCAMP
- DATA ENGINEER - ZOOMCAMP

DARIO DANG

DATA SCIENTIST

PROFILE

Curious and customer-centric Applied Data Scientist with practical experience in machine learning, predictive analytics, and statistical modelling across e-commerce, marketing, and education sectors. Proficient in Python, SQL, and data visualization, with a proven ability to extract impactful insights from large datasets. Currently completing a Master of Applied Data Science with Distinction Honours. Passionate about building scalable models that connect technical depth with meaningful customer outcomes.

EXPERIENCES

★ BUYMED E - COMMERCE

Brand Marketing Analyst / Data Analyst

2022 - 2023

- Built and optimized customer segmentation and forecasting models for campaign strategy.
- Transformed unstructured customer and sales data into structured inputs for machine learning models.
- Conducted statistical performance analysis (CTR, CPC, ROAS) to support margin optimization.
- Building report to BI, sales, and commercial teams to inform strategic planning.

★ YOUNET GROUP

Social Data Analyst / Data Intern

2020 - 2022

- Conducted sentiment analysis and audience behavior modeling using Python and SQL.
- Automated reporting processes for campaign effectiveness using Python, Power BI, Google Studio.
- Partnered with commercial teams to translate insights into actionable marketing strategy.
- Supported trend reporting and business case development using Excel dashboards.
- Building / Integrating CRM Helpdesk for client.

EXTRACURRICULAR ACTIVITIES

★ President | Founder | International University Basketball Club

2017 - 2022

- Basketball Player
- Event Management
- Develop Proposal Letter
- Planning and Developing Club Activities
- Basketball Team Leader