Armani Tran Ung

Data & Analytics Engineer | Data Management Professional

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⚑ Nationality: American │ 🌐 Right to Work: USA, HK

Summary

Data and analytics professional with 10 years of experience in financial services, specializing in analytics engineering, data management, and agile delivery. Proven track record in implementing data science solutions on Google Cloud Platform and managing cross-functional projects. Combines technical expertise in Python, SQL, and cloud technologies with strong business acumen to drive data-driven transformation initiatives.

Experience

HSBC   Hong Kong
Data Analytics & CRM Manager   March 2023 - Present
Data product owner bridging business and IT to prioritize and deliver enterprise data initiatives.

- Data product owner of retail banking customer analytical data asset covering 7M active customers.
- Led a team to migrate 400 SAS jobs to GCP, reducing infrastructure costs by $2M annually.
- Engineered ETL and CI/CD pipelines using Medallion architecture, enabling trusted analytical data assets for downstream business intelligence.
- Agile delivery lead for Data & Messaging value stream prioritizing 20-40 use cases per program increment.
- Developed Data Explorer web application for data dictionary exploration, improving data exploration efficiency and analyst quality-of-life.

HSBC   Hong Kong
Data & Analytics Assistant Manager   February 2019 - March 2023
Business data analyst leading customer analytics programs across retail banking, enabling data assets and personalized insights at scale.

- Pioneered advanced analytics use cases (transaction classification, merchant enrichment), driving 56% increase in digital engagement.
- Led data governance initiative for HSBC's Data Science Workbench platform development, ensuring compliance and controls for data access and management.
- Built strategic data assets and data models, reducing reporting and model training cycles by 42% and accelerating data visualization and reporting time-to-market.

Stretto   Irvine, California
Banking Operations Senior Analyst   January 2016 - June 2016
Lead analyst focused on process optimization and automation.

- Spearheaded fraud detection modeling, pro-rata fee automation, and SQL-based reconciliation.
- Developed interactive dashboards visualizing financial and customer insights to business leadership.
- Trained 3 junior analysts on SQL programming, ledger reconciliation, and contact center best practices.

Stretto   Irvine, California
Banking Operations Analyst   April 2014 - January 2016
Provided operational and client support for case management software, including data analysis and reporting.

- Automated operational tasks resulting in 3-hours saved a day per analyst.
- 100% accuracy and completion rate for ledger reconciliation inqueries through data discovery and analysis.

Education

California State University, East Bay   Bachelor of Science
Business Administration   Hayward, CA • Class of 2018

Dean's List (2017)

Coastline College   Associate of Science
Business Administration   Fountain Valley, CA • Class of 2015

Graduated with Honors

Skills

Languages
Python, SQL, SAS, Shell Script, JavaScript, TypeScript

Business Intelligence
Growth Analytics, Customer Segmentation, Churn Analysis

Data Analysis
Hypothesis Testing, Regression, A/B Testing, Statistical Analysis, Root cause analysis

Data Engineering
ETL Development, CI/CD, Workflow Automation, Batch/Stream processing

Data Management
Data Catalogs, Metadata Management, Data Governance, Data Remediation, Data Privacy

Data Visualization
Data Storytelling, BI Tools, MI Reporting

Google Cloud Platform
BigQuery, Looker, Pub/Sub, Dataflow, Dataproc, Dataplex

Machine Learning
Model Development, Classification, Regression, Feature Engineering, Governance

Project Management
PI Planning, Requirements Gathering, Delivery Management, Stakeholder Management

Awards

Above and Beyond Recognition   September 2025
HSBC Hong Kong
Recognized by WPB leadership during Town Hall for designing a comprehensive training curriculum significantly streamlining the onboarding, knowledge sharing, and upskilling activities for the Data, Analytics, and CRM.

212 Degree Award   January 2014
Citibank
Recognized for going the extra degree providing exceptional customer service and contributor among area division.

Projects

Data Dictionary Explorer   2025
- Virtualized metadata from internal sources, enabling instant filtering through 100,000+ rows.
- Real-time analytics tracks user interactions and page visits.
- Advanced filtering allows complex filters with multiple operators.

Discord Bot   2024
- Implements modular commands for moderation, media extraction, foreign currency conversion, quick utilities with granular role-based access, and more.
- Uses Synology-hosted Docker stack with GitHub Actions-driven CI/CD for zero-downtime deployments.

Machine Learning Transaction Enrichment   2023
- Trained character n-gram TF-IDF and calibrated logistic regression model on raw banking transactions.
- Built Streamlit UI for exploratory analysis, Free-text top-K brand prediction, and interactive confidence threshold control.
- Developed two-tier granularity industry classification taxonomy.