

# Nguyen Ngoc Tan

Education scholar-practitioner · EdTech systems · study abroad advisory · data analysis

Nguyen Ngoc Tan works at the intersection of education, technology, advisory, and data. His core frame is evidence-based education: teach with measurable criteria, build systems that support pedagogy, advise from real facts, and use data to improve decisions.



CORE NARRATIVE

**Teach with evidence.  
Build with systems.  
Decide with data.**

His profile brings four strengths into one practical operating logic: classroom evidence, system design, international pathways, and decision-quality data.

## Professional ecosystem

01

### TVIM / IELTS Master

English teaching & test preparation

10 years of real classroom practice, 500+ learners, and curriculum work grounded in measurable progress.

02

### PressUp

EdTech · LMS · CRM · software operations

A systems layer for education: websites, LMS, CRM, CMS, ERP, and 100+ diverse digital products.

03

### EngoPass

Study abroad advisory

International pathways built from real profiles, real costs, real risks, and clear Plan B thinking.

04

### Data Analysis

SQL · Power BI · dashboard · insight

A decision layer: clean data, model it, visualize it, and turn the insight into action.

05

### University of Buckingham

MA Education — Evidence-Based Practice

Academic backbone for connecting teaching, systems, advisory, and data into one evidence-led frame.

His value comes from using multiple capabilities to solve one problem: education that is more effective, more systematic, and more evidence-based.

PROFILE LENS

**One education profile, four connected layers**

Teaching gives the learner evidence. PressUp gives the system layer. EngoPass gives the pathway lens. Data analysis gives the decision layer.

01

Teach

02

Systemize

03

Advise

04

Measure

# Teaching, systems, advisory, and data are connected by evidence-based practice



01

## Teaching

**TVIM / IELTS MASTER**

English, IELTS, SAT, TOEIC, APTIS, Cambridge YLE/KET/PET/FCE, and entrance-test preparation.

02

## Systems

**PRESSUP**

LMS, CRM, CMS, ERP, websites, operating workflows, and education technology implementation.

03

## Advisory

**ENGOPASS**

UK / USA / Australia pathway planning, intake, SOP, financial logic, and risk-aware consulting.

04

## Evidence

**DATA ANALYSIS**

EDA, SQL, Power BI, Power Query, DAX, dashboard design, and insight storytelling.

## Academic backbone: MA Education — Evidence-Based Practice

The University of Buckingham MA is the frame that keeps the profile coherent: every teaching method, EdTech workflow, advisory recommendation, and dashboard should ask what evidence supports the decision. Expected completion: 2027.

### CAREER LAYER

#### Classroom evidence

Real learner progress, assessment criteria, feedback quality, and curriculum fit.

Best used when a program needs teaching judgment, not only content delivery.

Goals

Criteria

Feedback

### CAREER LAYER

#### System execution

LMS, CRM, CMS, ERP, websites, permissions, workflows, and operating dashboards.

Best used when an education team needs clearer operations and fewer manual gaps.

Workflow

Access

Data

### CAREER LAYER

#### Decision clarity

Study-abroad planning and data analysis that make the next step easier to defend.

Best used when families or teams need choices explained through facts and trade-offs.

Profile

Risk

Next step

# Classrooms should show progress, not just activity

## 10 years

English teaching and test preparation across multiple learner levels.

## 500+ learners

Observed many learning profiles, bottlenecks, and progress patterns in real classrooms.

## Curriculum scale

Built learning packs, IELTS band modules, and speaking assessment logic based on descriptors.

## Teaching philosophy

Tan does not position teaching as tricks for test day. His work focuses on measurable learning design: goals, assessment criteria, timely feedback, curriculum logic, cognitive load, CEFR mapping, and band descriptors.

## Programs covered

English test preparation across DGNL English sections, SAT, IELTS, TOEIC, APTIS, and Cambridge YLE/KET/PET/FCE, with curriculum and speaking assessment work designed around observable criteria.

Learning goals

Feedback timing

Skill criteria

Evidence loop

# Real profiles, real costs, real risks, and dashboards that lead to decisions

## EngoPass advisory

Study abroad planning for UK, USA, and Australia: country, school, major, SOP, finance, and Plan B. Effective advisory means the profile is read correctly and each decision has a reason.

## Data analysis

EDA, SQL, data cleaning, models, dashboards, and insight storytelling. A dashboard should answer what is happening, why it matters, and what decision should follow.

## Portfolio anchor

POWER BI

### Banking Customer 360°

A Power BI project covering Overview, Customer 360°, Risk & Fraud, and Credit Scores Trending. The stack includes SQL Server, Power Query, and DAX, with insight designed for operational action.

## Compliance frame

No promise of visa, scholarship, test score, or school admission outcome.

No invented scholarship framing; eligibility must be read from official criteria.

No data decoration: dashboards must show what the data can support.

No education technology project should be built without pedagogy, workflow, or operating objective.

# Technology should serve pedagogy and operations, not decorate them

SYSTEMS VIEW

**LMS is not a video library. It is an operating structure for learning.**

A good education system shows the learner path, feedback points, captured data, teacher workflow, and management visibility before operational errors become expensive.

## PressUp implementation scope

Through PressUp, Tan works with websites, business software, CRM, CMS, ERP, LMS, and education operating workflows. The focus is not “build for the sake of building” but technology aligned with pedagogy, process, and measurable operating goals.

### Frontend

NextJS, React, Vite, responsive UI, PageSpeed-oriented implementation.

### Backend

NodeJS, API design, PostgreSQL, data modeling, permissions, logs, and workflow logic.

### Infrastructure

Linux VPS, deployment, domain, SSL, CORS, performance and security hardening.

### AI workflow

AI agents for research, coding, QA, reporting, content structure, and documentation.

# Digital platforms, marketing, AI/GEO content, and internal software

<b>01</b> <b>Custom digital platforms</b> Fast websites, campaign pages, SEO/GEO content structure, custom CMS, and expansion paths.	<b>02</b> <b>Internal business software</b> CRM, order flow, task assignment, approvals, dashboards, permissions, logs, and document workflows.
<b>03</b> <b>Performance marketing</b> Facebook, Google, TikTok, marketplace campaigns, measurement, reporting, and optimization.	<b>04</b> <b>AI/GEO-ready content</b> Structured service pages, FAQs, proof points, social listening, and AI-assisted reports.

**PLATFORM PHILOSOPHY**

## Choose the technology by business pressure

<b>WordPress</b> For lightweight brand websites with lower complexity and accessible budgets.	<b>NextJS / NodeJS</b> For faster, more flexible platforms that need control, data, and expansion.
<b>PostgreSQL</b> For structured business data, reporting, permissions, and long-term reliability.	<b>AI/GEO</b> For content that customers, Google, and AI tools can understand more clearly.

<b>14</b> SELECTED PROJECTS	<b>09</b> CUSTOM PLATFORMS	<b>04</b> WORDPRESS BRAND SITES	<b>01</b> HTML LMS
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**OPERATING MODEL**

## From strategy to system

Discovery	Solution design	Lean delivery	Continuous optimization
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# Selected PressUp projects behind the systems profile

Project	Type	Platform	Client value
<a href="#">InlandV</a>	Corporate platform	NodeJS / NextJS / PostgreSQL	Fast corporate platform with clear content structure and SEO-ready pages.
<a href="#">PressUp</a>	Agency platform	NodeJS / NextJS / PostgreSQL	Brand, service, portfolio, and CMS foundation for agency operations.
<a href="#">KimyMart</a>	E-commerce	NodeJS / NextJS / PostgreSQL	Food retail system with catalog, ordering flow, and growth-ready data.
<a href="#">Kenta Printing</a>	Printing platform	NodeJS / NextJS / PostgreSQL	Product and service presentation for printing orders and inquiries.
<a href="#">IPD8 Learning</a>	Mini LMS	NodeJS / NextJS / PostgreSQL	Learning platform with packages, courses, schedules, dashboards, and access control.
<a href="#">EngoPass</a>	Education advisory	NodeJS / NextJS / PostgreSQL	Study-abroad advisory platform with program content, consultation flow, and lead capture.
<a href="#">GoNexus</a>	Online LMS	Pure HTML	Lightweight LMS-style website for courses, learning paths, and fast information access.
<a href="#">VinFast CK Kiên Giang</a>	Auto service site	NodeJS / NextJS / PostgreSQL	Vehicle showcase, booking path, and customer service information.
<a href="#">Banyco</a>	Spa e-commerce	NodeJS / NextJS / PostgreSQL	Product distribution with catalog, consultation flow, and shopping experience.
<a href="#">Bio-N91</a>	Product platform	NodeJS / NextJS / PostgreSQL	Product education, customer trust content, and structured conversion path.
<a href="#">BOM Kitchen</a>	Restaurant website	WordPress	Clean food presentation, responsive browsing, and simple content updates.
<a href="#">Leonardo Pizza</a>	F&B website	WordPress	Visual menu storytelling and smooth customer browsing across devices.
<a href="#">Sono Saigon</a>	Hospitality website	WordPress	Premium lifestyle presentation with refined brand storytelling.
<a href="#">The Industry Office</a>	Office leasing site	WordPress	Professional office-rental presence with structured content and credibility.

## Why this matters

The project list shows a shift from simple web presence to operating platforms: e-commerce, learning systems, service funnels, product education, internal workflows, and measurable digital marketing.

## Education systems fit

For Tan, the PressUp project core is most relevant when connected to EdTech, LMS, CRM, intake, content funnels, and data-supported education operations.

### PORTFOLIO PATTERN

## The same PressUp core appears across different business contexts.

The project set is useful for Ngoc Tan because education work often needs the same foundation: clear content, stable workflow, measurable data, and a path from first inquiry to follow-up action.

### Content

SEO pages, service pages, product education, and trust-building information.

### Workflow

Inquiry paths, booking, ordering, permissions, and operating handoffs.

### Learning

Courses, packages, schedules, learner access, and LMS-style structures.

### Data

Lead capture, dashboards, reporting logic, and decision visibility.

# Education that is more effective, more systematic, and more evidence-based

This profile positions Nguyen Ngoc Tan for education, EdTech, study abroad, and data-adjacent roles where teaching judgment must connect with systems thinking.



## BEST-FIT FRONTS

01

### EdTech systems consultant

Helps education teams turn teaching and operations into LMS/CRM systems that can be measured and scaled.

02

### Study abroad advisor

Helps families read a profile through facts: country, school, major, cost, risk, and Plan B.

03

### Education evidence practitioner

Applies evidence-based thinking to teaching, learning systems, advisory, and data analysis.

04

### Data-informed operator

Uses SQL, Power BI, EDA, and dashboard storytelling to support practical decisions.

## Operating value

### Read the learner

Understands real learner bottlenecks from classroom experience.

### Design the system

Connects pedagogy, workflow, data capture, and operations.

### Advise with facts

Makes education decisions less emotional and more transparent.

### Measure the result

Uses dashboards and insight to guide the next decision.

Evidence-based education

EdTech systems

Study abroad advisory

Data analysis