

# ALISON HUI

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## EDUCATION

### University of California, Los Angeles

*B.S. in Statistics and Data Science, B.A. in Economics*

**Los Angeles, CA**

*Expected June 2025*

- **Academics:** 3.72 / 4.00 Cumulative GPA, Dean's Honor List; International Baccalaureate: 42/45
- **Coursework:** Data Analysis & Regression, Linear models, Design of Experiments, Linear Algebra, Social Entrepreneurship
- **Awards & Activities:** DataFest 2024 Finalist, 1st in Voiz Academy Net Zero Case Competition, 1st in PwC Carolina Case Challenge, 1st in BCG (UCLA) Case Competition, 2nd in EY-Parthenon (UCLA) Case Competition; McKinsey IGNITE 2024

## WORK EXPERIENCE

### UBS

*Management Consultant Intern*

**Hong Kong SAR**

*Jun 2024 - Aug 2024*

- Assessed 250+ Credit Suisse (CS) contracts to evaluate buyer value, creating one-pagers presented directly to C-suite executives
- Condensed quarterly updates of internal software development into 8-page deck, presented to Head of Wealth Management APAC
- Performed outreach to key CS stakeholders to understand entity closure progress, compiled weekly updates into deck formats
- Monitored 15 CS clients to identify weaknesses in the loan rollover data hypothesis, leading to a refined client migration strategy

### EY-Parthenon

*Strategy and Transactions Intern*

**Hong Kong SAR**

*Jun 2023 - Aug 2023*

- Constructed financial performance benchmark by identifying 20+ peer pension providers and evaluating metrics spanning 5 years
- Crafted 15 page deck on competitive responses of pension industry regulatory changes to support market exit decision of client
- Presented solo workstream deck to partners on customer investment priorities to identify geographic whitespace for private banks

### AIA Group Limited

*Fixed Income Intern*

**Hong Kong SAR**

*Jul 2022 - Sep 2022*

- Evaluated Chinese dollar investment grade and high-yield bond market to create 40+ daily reports for APAC fixed-income team
- Developed automated Bloomberg excel tool for team to produce peer comparison analysis functions on 20+ Hong Kong funds
- Coordinated with credit analysts across 15+ business units to consolidate annual bond ESG scorecard data tracking Excel system

### Zen Frenz

*Brand Operations and Strategy Intern*

**Los Angeles, CA**

*Feb 2022 - Apr 2022*

- Increased sales by 86% to achieve highest-ever monthly record by initiating 4+ campaigns and "Refer3Frenz" referral program
- Raised social media following by 20% through assessing sales history & insight reports and identifying key promotional strategies
- Doubled efficiency of internal influencer casting initiatives by creating 6 key influencer criteria; casted 100+ influencers per month

## LEADERSHIP & INVOLVEMENT

### 180 Degrees Consulting

*Internal Vice President*

**Los Angeles, CA**

*Jun 2023- Present*

- Fostered a thriving professional and social culture for 50+ members by coordinating recruitment, 10+ events, and weekly meetings
- Standardized and implemented club guidelines by establishing member expectations, led to win 180DC Best Branch in Americas

*Project Manager*

*Oct 2022 - Present*

- Led 4-consultant project team to conduct due diligence and auditing on Scope 3 emissions for LA-based public interest law firm
- Analyzed 100+ data points to discern past emissions trends; developed specific supply chain and operation-specific reduction plan

### UConsulting

*Consultant, Student Events Committee Member*

**Los Angeles, CA**

*Oct 2022 - Present*

- Collaborated with a team of 5 to host an 8-week long consulting-focused diversity workshop for 20 underrepresented candidates
- Organized 2 university-wide case competitions and facilitated 4 skills-building workshop sessions attracting 250+ participants total

### UCLA International Bruins in Business

*Director of Marketing, Webmaster*

**Los Angeles, CA**

*Oct 2021 - Present*

- Acquired the first-ever 2 clients by defining club's value proposition into client sourcing deck and sending out 60+ cold emails
- Redesigned all club branding materials and developed website (ibbatucla.org) to attract 700+ views during recruitment process

## SKILLS & INTERESTS

**Skills:** Microsoft Excel, PowerPoint; C++, R, Python, SQL (Basic), Bloomberg Terminal, Wix; Mandarin (Native), Cantonese (Native)

**Interests:** Intramural basketball, flag football, frisbee; hiking, cooking, traveling, minecraft, bracelet making, matcha, Chinese books