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Cassie Choi

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Data Scientist with an MSc in Business Analytics from UCL and 5 years of global marketing analytics experience across FMCG, fintech, financial services, energy, and automotive sectors — bridging technical and non-technical teams to translate complex data into business impact. Eligible to work in the UK without sponsorship.

TECHNICAL SKILLS

- **ML & Data Engineering:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Plotly), SQL, dbt, BigQuery, ETL, R
- **Data Analytics & Visualisation:** Google Analytics (GA4), Adobe Analytics, Power BI, Looker Studio, Tableau
- **Collaboration & Workflow Tools:** Git, JIRA, Slack, Trello

WORK EXPERIENCE

Data Scientist (Product) | Motorway (London, UK)   May 2025 - Aug 2025
UK tech unicorn in the used-car marketplace sector, ranked top 20 in Deloitte's Fast 50 (2022)

- Queried and analysed a 1.3M-row dataset in **SQL/BigQuery** and built predictive models in Python (**Linear Regression, Lasso, XGBoost, SHAP**) to forecast dealer bidding behaviour, improving model accuracy (R^2) from 0.37 to 0.70 (+89%)
- Enhanced model performance by 57% through **feature engineering** of 9 pricing/behavioural features in BigQuery
- Developed and deployed **interactive dashboards** in Python and Plotly, enabling 4 teams to visualise high-volume dealer performance and automate weekly reporting workflows
- Built **dbt data pipelines** with engineers to streamline data integration, ensuring scalability and data governance

B2B Marketing & Insights Analyst | Nestlé, Nespresso (Seoul, South Korea)   Aug 2023 - Aug 2024
Global premium coffee brand under Nestlé, operating across B2C/B2B channels in the FMCG sector

- Leveraged **CRM** and **lead data (SAP)** to identify high-value B2B clients and plan co-branded activations with F&B partners, driving +35% growth in B2B coffee sales
- Analysed product sales and campaign data (SAP, **Google Analytics**) to evaluate promotion performance, enabling Sales and E-commerce teams to adjust promotions and achieve +23% sales growth
- Analysed **SEO/SEM** data (Google Analytics, **Google Search Console**) to refine keyword and content strategies for Nespresso Professional, coordinating with agencies and writers to deliver +52% YoY growth in organic sessions
- Built **automated dashboards** in **Looker Studio** to track marketing KPIs, user behaviour, and web funnel performance, enabling self-serve insights for Sales, Marketing, and E-commerce teams

Senior Digital Marketing Analyst | KPR & Associates (Seoul, South Korea)   Nov 2019 - Jun 2023
Leading digital marketing consultancy in South Korea, delivering branding strategy solutions for global brands

- Project-managed **Kia**'s VR showroom launch across 30 countries, analysing user behaviour **(Google/Adobe Analytics)** and leading **A/B testing** with engineers to enhance UX/UI, lifting pre-booking conversions by 45% and revenue 21%
- Collaborated with engineers and designers to build **Kia**'s global Owners website, defining site architecture and user flows based on **UX research**, successfully launching the pilot in Singapore
- Analysed **Meta Ads** data (**CPC, CTR, conversion rates**) for **POSCO (energy)** and **KakaoBank (fintech)** to optimise campaign performance, driving +74% engagement uplift for POSCO and 4.8× YoY follower growth for KakaoBank
- Delivered data-driven campaign strategies for **Samsung Fire & Marine Insurance**'s digital campaigns, **pitching** insights-led strategies to clients and securing a new account that increased team revenue by 14%

Marketing and E-commerce Intern | Basic Outfitters (New York, US)   Mar 2018 - Aug 2018
Forbes 30 Under 30 e-commerce menswear brand in New York, redefining modern wardrobe essentials

- Supported customer behaviour and web traffic analysis using **Excel** and Zendesk to optimise marketing strategies

EDUCATION

University College London (London, UK)   Sep 2024 - Sep 2025

Master of Science in Business Analytics (Grade pending, expected Merit 2:1)

- Relevant Modules: Marketing Analytics, Predictive Analytics, Data Visualisation, Python/R Programming, Statistics of Business Analytics, Natural Language Processing, Business Strategy and Analytics, Operations Analytics

Dongguk University (Seoul, South Korea)   Mar 2014 - Aug 2019

Bachelor of Business Administration (GPA 3.83/4.5)

- Relevant Modules: Statistics for Business, Business Mathematics, Consumer Behaviour, Marketing Communication, Principles of Marketing, Principles of Management, Accounting, Intermediate Accounting, Financial Management
- Scholarships: Merit-Based Scholarship in 2015 and 2016 with top GPA in major (4.33/4.5)

Keele University (Keele, UK)   Sep 2016 - Jan 2017

Business Management and Marketing (Exchange program)

Shanghai High School International Division (Shanghai, China)   Sep 2009 - Jun 2013

PROJECTS

University College London (London, UK)   Sep 2024 - Sep 2025

- **Predicting Customer Lifetime Value (CLV) with Machine Learning and Regression Models**
  Predicted customer value and retention using Linear Regression, Random Forest, and Gradient Boosting. Applied feature engineering, evaluated with RMSE, and derived insights to improve customer engagement and profitability
- **Optimisation of CV-Job Matching using GenAI, NLP, Large Language Models (LLMs)**
  Built a CV enhancement pipeline using TF-IDF, cosine similarity, and Gemini 2.0 (GenAI) for job requirement extraction and rewriting. Applied NER and RAG to automate personalised CV improvements
- **Automated Dashboard Development using Power BI for Health and Socioeconomic Analysis**
  Analysed 15 years of geographic socioeconomic data to uncover key factors influencing life expectancy in Europe. Designed interactive dashboards using Python (pandas, matplotlib, seaborn, plotly) and Power BI
- **Forecasting Hourly Bike Rental Demand for Seoul Public Bike-Sharing Service**
  Conducted Exploratory Data Analysis (EDA) and performed predictive modelling using Linear Regression, Random Forest, and XGBoost, optimising model performance to inform operational decisions

ADDITIONAL INFORMATION

- **Visa Status:** Eligible to work in the UK without sponsorship
- **Interests:** Running (Parkrun UK), video editing, photography
- **Team Experience:** Participated in the cheerleading team at Keele University; Served as captain of the girls' football team in high school, fostering teamwork and leadership
- **Volunteering:** Joined a 3-week international workcamp in Iceland (2017) with 20+ volunteers from 9 countries, cultivating organic vegetables for local care homes