Dakota Chan
Data Professional

📞 (852) 90871059

✉️ clchanao@connect.ust.hk

in linkedin.com/in/ching-lam-c-901733175

○ github.com/Dakota-Chan-610

Skills

PROGRAMMING & DATABASES

Python Java JavaScript SQL BigQuery Redshift R

DATA SCIENCE & ML

Scikit-learn Pandas Predictive Modeling A/B Testing NLP

DATA ENGINEERING & CLOUD

ETL/ELT GCP AWS Docker CI/CD

BI & PRODUCT

Looker Studio Looker ML Power BI Tableau GA4

Education

BSc in Mathematics
Hong Kong University of Science & Technology
2016 – 2020

Certifications

Meta Certified Marketing Science Professional
Aug 2021
CF01248124

Certified SAFe 6 Practitioner
Sep 2024
11427532-5889

AWS Certified Cloud Practitioner
Jun 2024 – Jun 2027
abd2ddeee9b140449f4441989c5f2c3

Cloud Digital Leader Certification
Jun 2024 – Jun 2028
472b45dcaf914200b62ce585251f9002

Microsoft Certified: Azure Fundamentals
Jul 2024 – Jul 2027
F8A1B3E6C8900EB2

CQI and IRCA Certified ISO/IEC 27001:2022 ISMS Lead Auditor
Oct 2024 - Oct 2025
ENR-01325519

Financial Information Associate (FIA)
May 2025
FISD

👤 Summary

A versatile and results-driven data professional with over 4 years of experience translating complex data into strategic assets. Expertise in full-stack data solutions, from architecting scalable ETL/ELT pipelines in cloud environments (AWS, GCP) to developing predictive machine learning models and creating impactful BI dashboards. Proven ability to collaborate with product, marketing, and engineering teams to drive business growth, optimize processes, and deliver data-informed product strategies.

💼 Professional Experience

Senior Data Analyst
Optimum Media Direction, Omnicom Asia Pacific
Mar 2025 – Present

Data Science & Strategy: Deployed Market Mix Models using Bayesian methods, providing insights that influenced marketing budget reallocation and improved campaign ROI by **15%**.

Data Engineering: Architected automated ELT pipelines on GCP and AWS to centralize marketing data, reducing processing time by **20%** and establishing a single source of truth.

Product Innovation: Spearheaded an internal AI-powered tool using the OpenAI API for ad copy generation, reducing campaign launch times by **30%**.

Data Analyst
Console Connect (HK) Ltd
Feb 2023 – Mar 2025

Product Analytics: Partnered with product management to analyze user behavior, delivering insights that informed the roadmap and drove a **25%** improvement in customer retention.

BI Development: Built and automated a suite of Power BI dashboards for C-level executives, reducing manual reporting effort by **30%** and increasing data accuracy to **99.5%**.

Predictive Modeling: Implemented a lead scoring model and designed A/B tests, enhancing customer acquisition efficiency by **20%**.

Treasury Operations Officer (Data)
Atom International Technology Ltd (AAX)
Jun 2022 – Nov 2022

Data Pipeline Engineering: Engineered ETL processes to reconcile on-chain and off-chain data from MongoDB and Redshift, improving data reliability for all treasury reporting.

Risk & Compliance Automation: Automated transaction monitoring scripts to ensure **100%** regulatory compliance and reduce audit preparation time by **50%**.

Transition Capture Analyst, Equity Cash MO
Citi Group Global Asia Ltd
Nov 2021 – Jun 2022

Statistical Analysis Support: Provided comprehensive statistical analysis support for Front Office Sales and Trading, ensuring accurate processing of derivatives and securities transactions.

Database Management: Managed Stock Connect database and facilitated institutional client onboarding, maintaining **100%** data accuracy and integrity for all operations.

Market Data Consultant
CJC Ltd
Oct 2020 – Nov 2021

Campaign Analytics: Collaborated with operations and marketing to develop advertising campaigns, using statistical analysis to measure effectiveness and optimize performance.

Cost Optimization: Analyzed client market data costs and usage to optimize pricing models and contract governance, improving operational efficiency.

</> Key Projects

○ Real-Time Anomaly Detection System
Personal Project | Data Engineering & ML

Engineered a streaming data pipeline using Python, Kafka, and GCP BigQuery.

Implemented an Isolation Forest model to detect anomalies and trigger real-time alerts.

`Python` `Kafka` `BigQuery` `Scikit-learn` `Docker`

○ AI-Powered Product Review Summarizer
Personal Project | Data Science & Product

Developed a web app that scrapes and uses NLP (OpenAI API) for review summarization and sentiment analysis.

Designed a user-centric tool to provide actionable insights from customer feedback, demonstrating product thinking.

`Python` `FastAPI` `OpenAI API` `JavaScript`