

# Dakota Ching Lam, Chan

# Data Analyst # 3+ years' experience # BSc in Mathematics # HKUST # SQL # Python # AI # Automation








## Profile:

Results-driven **Data Analyst with 3+ years of experience** translating complex data into actionable insights and supporting strategic decision-making. Specialized in **financial** and **crypto treasury reporting**, **marketing analytics**, and **automation**. Skilled in **SQL**, **Python**, **Power BI**, **Looker Studio**, and **Google BigQuery** – for example, I build interactive dashboards that enhance stakeholder engagement. Proficient in automating data workflows (Python, Zapier, AWS/GCP) to streamline reporting; I have developed Python-powered ETL pipelines that cut processing time by ~20%. Effectively communicates findings to technical and business teams to drive growth.



## Working Experiences

Period	Job Description	Tools Used
Mar 2024 – Present (~ 2 months) 	<b>Senior Data Analyst</b> Optimum Media Direction, Omnicom Asia Pacific Limited <ul style="list-style-type: none"><li>Analyze internal and external datasets to identify trends and support strategic business decisions, enabling marketing and finance teams to adjust strategies based on performance insights.</li><li>Create interactive dashboards (Looker Studio) to visualize campaign performance and KPIs, significantly improving data visibility and user engagement.</li><li>Develop automated ETL pipelines using Python and SQL (on AWS/GCP), reducing data processing time by ~20% and ensuring timely delivery of key reports.</li><li>Collaborate with marketing, media planning and finance stakeholders to define metrics and translate analytics into actionable recommendations for campaign optimization.</li><li>Lead marketing analytics initiatives using Market Mix Modeling to quantify channel effectiveness.</li><li>Developed OpenAI-based ad copy generator and multilingual translator to streamline campaign creative production.</li></ul>	<ul style="list-style-type: none"><li>Python</li><li>SQL</li><li>GA4</li><li>Meta Ad Manager</li><li>Big Query</li><li>Google App Script</li><li>Vertex AI</li><li>Cloud Run</li><li>Pub / Sub</li><li>JS</li><li>CSS</li><li>HTML</li><li>Looker</li><li>AWS EC2</li><li>Ad Mango</li><li>Looker Studio</li><li>Meridian</li></ul>
Feb 2023 – Mar 2024 (~ 2 Years) 	<b>Data analyst</b> Console Connect (HK) Ltd <ul style="list-style-type: none"><li>Conducted in-depth analysis of global network performance and customer usage data, identifying patterns that informed product and pricing strategies across APAC.</li><li>Automated daily reporting workflows by integrating systems (using VBA, Python and Zapier), reducing manual data handling by ~30% and increasing accuracy of weekly reports.</li><li>Designed and maintained a Google BigQuery data warehouse for connectivity metrics and built Looker Studio dashboards to track user growth and network utilization.</li></ul>	<ul style="list-style-type: none"><li>Python</li><li>SQL</li><li>VBA</li><li>Power BI</li><li>Big Query</li><li>Google App Script</li><li>Vertex AI</li><li>Dialogflow</li><li>Remedy</li><li>BMC Helix</li><li>CSS</li></ul>

	<ul style="list-style-type: none"> <li>Partnered with sales and marketing teams to build custom analytics models (SQL, Python) for lead scoring and campaign ROI, guiding improvements in customer acquisition.</li> <li>Implemented AI Chabot sentiment analysis.</li> </ul>	<ul style="list-style-type: none"> <li>HTML</li> <li>Looker</li> <li>Metabase</li> </ul>
Jan 2023 – Feb 2023 (2 Months) 	<b>Data Analyst</b> AIA Group (Through JNL Consulting Ltd) <ul style="list-style-type: none"> <li>Led a fast-paced project to analyze insurance product performance</li> <li>Automated weekly executive reports with VBA, reducing turnaround time by -30% and delivering actionable insights under tight deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>Anaplan</li> <li>VBA</li> </ul>
Jun 2022 – Nov 2022 (6 Months) 	<b>Treasury Operation Officer (Data Analyst)</b> Atom International Technology Ltd (AAX Went out of business) <ul style="list-style-type: none"> <li>Managed cryptocurrency treasury operations, generating detailed breakdowns of wallet transactions (by type, protocol and token) to ensure transparent asset management.</li> <li>Enriched and categorized on-chain transactions with labels and notes (using Python scripts) to streamline crypto reconciliation and compliance reporting.</li> <li>Developed AWS Quicksight dashboards for finance teams to monitor crypto holdings, P&amp;L and liquidity in real time.</li> <li>Built Python-based ETL processes to aggregate exchange and blockchain data, cutting manual reconciliation time by -20% and improving data accuracy.</li> </ul>	<ul style="list-style-type: none"> <li>Python</li> <li>SQL</li> <li>VBA</li> <li>Google App Script</li> <li>FineBI</li> <li>AWS Quicksight</li> <li>MongoDB</li> <li>Redshift</li> <li>Navicat</li> </ul>
Nov 2021 – Jun 2022 (8 Months) 	<b>Transition Capture Analyst, Officer, Equity Cash MO</b> Citi Group Global Asia Ltd <ul style="list-style-type: none"> <li>Supported Front Office Sales and Trading with statistical analysis for accurate derivatives and securities transactions.</li> <li>Managed Stock Connect database and facilitated institutional client onboarding, ensuring data accuracy and integrity.</li> </ul>	<ul style="list-style-type: none"> <li>VBA</li> </ul>
Oct 2020 – Nov 2021 (14 Months) 	<b>Market Data Consultant</b> CJC Ltd <ul style="list-style-type: none"> <li>Collaborated with operations and marketing to develop advertising campaigns, using statistical analysis to measure effectiveness.</li> <li>Analyzed client market data costs and usage to optimize pricing models and contract governance.</li> </ul>	<ul style="list-style-type: none"> <li>FITS</li> </ul>

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## Certificates

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May 2025 – May 2025	Meta Certified Marketing Science Professional CF01248124
Oct 2024 – Oct 2025	Certified SAFe 6 Practitioner 11427532-5889
Jul 2024 – Jul 2027	AWS Certified Cloud Practitioner Amazon Web Services (AWS) abd2ddeee9b140449f4441989c5f2c3
Jun 2024 – Jun 2027	Cloud Digital Leader Certification Google 472b45dc914200b62ce585251f9002
Sep 2024	Microsoft Certified: Azure Fundamentals F8A1B3E6C8900EB2
Jun 2024 – Jun 2028	CQI and IRCA Certified ISO/IEC 27001:2022 Information Security Management Systems (ISMS) Lead Auditor Training Course (PR373) BSI ENR-01325519
Aug 2021	Financial Information Associate (FIA) FISD

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## Education

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Sep 2016 – Sep 2020 	<b>Bachelor of Science in Mathematics</b> The Hong Kong University of Science and Technology
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## Skills

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### Programming & Databases

Python	Relational databases (MySQL, PostgreSQL)	NoSQL
R	SQL	BigQuery

### Cloud & Big Data

AWS (EC2, Redshift)	Google Cloud Platform (BigQuery, Compute Engine)
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### Business Intelligence

Looker Studio	AWS Quicksight	Tableau
Power BI	Grafana	Data modeling

### Automation & Tools

Zapier (workflow automation)	n8n	Git/GitHub
Jupyter Notebooks	GitLab CI/CD	

### Analytics & Reporting

Statistical analysis	A/B testing	segmentation
Power BI	Grafana	Data modeling

## Marketing


Google Analytics	Meta Ad Manager	DV360 / CM 360
Ad Mango		

## Others


JSON	HTML	CSS
JS	Vertex AI	Dialogflow


## Contact Me:

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