

EDUCATION

UNIVERSITY OF NORTH CAROLINA at Chapel Hill

May 2019

Computer Science and Business Administration, GPA 3.902

- **Related Coursework:** Computer Organization, Data Structures, ACM Programming Competition Practice, Linear Algebra with Applications, Discrete Mathematics, Calculus I-III, Introduction to Probability, Management Accounting
 - **Honors:** Dean's List (2015, 2016), AP Scholar with Distinction
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PROJECTS

Responsive Portfolio Website | Personal Project

September 2016 - Present

- Enrolled in a 6 month, 6 units Full Stack Web Development online bootcamp, dedicating 10 hours a week
- Developing a personal portfolio website with **HTML**, **CSS** and **Javascript**
- Personal website: <http://haokun-chen.com>

Data Analytic Project | American Statistical Association DataFest

April 2016

- Led a data analysis project on Ticketmaster database with 1.5M users
- Identified target customers with specific demographic characteristics by cleaning and mining three massive raw datasets.
- Created data visualization of user purchasing habits of time, location, and devices with **R**

Image Editor Project | Foundation of Programming

April - May 2016

- Wrote a 31 class and interface program in Java that loads user photo and edits with different tools and image inspectors
 - Deployed **MVC** pattern and designed user interface to mimic Photoshop functionalities
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EXPERIENCE

Curve, Ltd. | Data Analyst | London, United Kingdom

June 2016 - August 2016

- Planned integration of Appsflyer and Mixpanel of \$30K value with **JIRA** to track attribution and in-app behaviors, enabled accurate ROI-driven decision on marketing campaigns and user reengagement in different lifecycle stages
- Built customer value rating system with **R** to distinguish MVP and disappearing user, which led to corresponding marketing strategies to target users with different purchasing recency, frequency and monetary scores
- Conducted funnel analysis on customer on-boarding and conversion phases with **PostgreSQL** and **Alteryx**, and identified key loopholes to be improved in order to enhance conversion rate and retention rate
- Visualized marketing performance and user profiles of credit card types, consumption categories and sensitivity to transaction decline with **Tableau** and **Google Analytics**

Internal Revenue Service | Certified Assistant | Chapel Hill, NC

February 2016 - April 2016

- Provided detailed service to clients to prepare income tax return
- Consulted individual cases with different portfolios with patience

Feather Education | Marketing & Sales Intern | Guangzhou, China

April 2015 - July 2015

- Delivered individualized college admission counseling regarding international education issues, such as course and program selection, study habits, and career planing to ensure career success
 - Converted \$30K in revenue and generated \$50K in leads
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LEADERSHIP AND COMMUNITY INVOLVEMENT

CarolinaThink Entrepreneurship Club, Executive Team, ThinkCubator Director Chapel Hill, NC

March 2016 - Present

- Manage weekly listserv and Facebook campaign, create 1K reach per week and retain 100 active members
- Co-direct ThinkCubator program; invites students to pitch their entrepreneur ideas and integrate local funding and technical resources to help them build teams and launch business
- Provide networking opportunities and mentorship with local entrepreneurs in weekly panels

LingoKids Carolina Language Outreach, Volunteer, Chapel Hill, NC

February 2016 - April 2016

- Tutored Mandarin and designed games to immersed kids with Chinese culture in Glenwood Elementary School
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SKILLS

- *Technical skills:* JIRA, Tableau, Alteryx, ETL and warehousing with SQL server
- *Programming Skills:* Java, C, SQL, R, HTML&CSS, Javascript, Ruby on Rails
- *Operating Systems:* Windows, Linux
- *Language:* Native Speaker of Cantonese