

Hui (Hazel) Ding

1511 Stoneybrook Trail, Oakville, Canada, L6M 2R4

hazelding88@gmail.com, +1(289)987-9190

<https://www.linkedin.com/in/hazelding-ca/>

EXPERIENCE **Bonwin International Education INC** **Toronto, Canada**

Jul 2020 – Jul 2022 **Market Data Specialist**

- Collected data and generated monthly sales reports, optimizing stock keeping unit lists to enhance daily and weekly active users in a 20% increase.
- Analyzed product sales, optimized product contents and types, and increased average monthly sales by 10%.
- Tracked customer satisfaction and product evaluation feedback, actively answered customers' questions, and increased customer repurchase rates by 8%.

Beijing Carp Education & Technology Co. Ltd. **Beijing, China**

Mar 2009 – Sep 2019 **Co-founder & teacher**

- Initiated creating a database for our company to manage and retrieve information of curriculum, student assessments, attendance records, recruitment, and teacher performance to help our firm operate more efficiently resulting in a 20% operating cost saving.
- Created a student report card dashboard together with the IT team to report student academic performance every month resulting in a 50% increase of communication effectiveness between parents, students, and teachers.
- Launched a series of marketing campaigns including content marketing, advertising, digital marketing, and free public lectures to acquire new students, expand brand recognition and strengthen customer loyalty resulting in a 5.5% enrollment rate increase every year.

EDUCATION **Business Insights and Analytics Program** **Humber College, Canada**

Sep 2022 – April 2024 **Ontario Graduate Certificate**

Academic Honor: Recipient of Longo Faculty of Business Dean's Honor Roll Fall 2022 Recipient

of Longo Faculty of Business Dean's Honor Roll Winter 2023

Relevant courses: Canadian Business and Industry, Managerial Accounting and Finance, Data Analytics Tools, Communication & Data Visualization, Project Management

Relevant projects

- Constructed a Python program for the Admission Department of Humber College to calculate student's high school GPA and assign them to different schools by the level of their marks as a Python team project evaluated with a grade of 92%.
- Applied managerial financial analysis to analyze KPI such as growth rate, market share, customer satisfaction for iFood Company operating in GTA using Hadoop ecosystem including Hive, Spark, and Hbase as Big Data project evaluated with a grade of 97%.
- Demonstrated strong SQL skills by investigating high day sales inventory issues for iRobot Corporation as a part of marketing project evaluated as the best project among all four teams.

English Language

Tianjin University of Technology, China

Sep 2005 – Mar 2008 Master of Arts - MA

Academic Honor: Outstanding Graduate Scholarship Second Class for three academic publications

Outstanding Graduate Scholarship First Class for the highest GPA of cohort students

Teaching English

Xi'an International Studies University, China

Sep 1998 – Jul 2002 Bachelor of Arts - BA

SKILLS

- Strong analytical skills for solving complex business problems using Python, SQL, SAS, R and Power BI
- Proficiency in writing high-quality, well-documented code that adheres to accepted standards and user requirements
- High level of competency with MS Office and Excel, specially built-in functions like Data Analysis, Pivot Table and Solver for Excel
- Familiarity with the banking and financial systems of Canada
- Collaboration effectively with diverse teams while multitasking to achieve project objectives
- Strong leadership skills, combined with excellent communication abilities, facilitating productive interactions with business clients and coworkers
- Exceptional oral and written communication skills, enabling clear and concise articulation of ideas and findings
- Strong adaptation to work in a fast-paced environment with cross-functional teams.