Pui Kiu Kong

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Work Experience

E-Commerce Specialist   Dec 2023 - Jun 2024
Shanghai Qianzhi Care Products Co., Ltd. | Shanghai, CHN

Managed content, marketing and data analytics, improving visibility, user experience and sales performance.

- Managed and optimized e-commerce storefront by uploading multimedia content to increase product visibility and user engagement.
- Planned and executed data-driven marketing strategies and promotional campaigns to drive online sales and customer acquisition.
- Analyzed website performance and user behavior to improve UX, track revenue growth and increase average order value.
- Researched industry trends and monitored competitors to guide strategic planning and maintain competitive advantage.

E-Commerce Operations Associate   Apr 2020 - Apr 2021
Shenzhen Hengyi Trading Co., Ltd. | Shenzhen, CHN

E-commerce assistant managing service, listing and logistics to boost satisfaction and efficiency.

- Managed post-sale customer communication and review feedback to maintain ratings and boost conversion rates.
- Support daily store operations, including product listings, price updates and sales data analysis to drive performance improvements.
- Coordinated with warehouse and logistics partners to ensure timely and accurate fulfillment, return and restocking, enhancing overall operational efficiency.

Projects

Dynamic Pricing Strategy   Apr 2025 - Jun 2025

Developed a scalable dynamic pricing optimization framework by integrating machine learning-based sales forecasting with prescriptive analytics. The solution enables businesses to respond swiftly to fluctuating freight costs and competitor pricing, while balancing profitability, price stability, and competitiveness.

Hotel Industry Revenue Growth Analysis   Sep 2024 - Dec 2024

Designed data-driven strategies using customer segmentation and sentiment analysis to reduce cancellations, enhance loyalty and drive revenue growth, delivering actionable insights that contributed to a 15% increase in overall business performance.

Education

Santa Clara University   Sep 2024 - Present
Master of Science in Business Analytics
Courses: Data Anlytics with Python, Database Management Systems - Fund of SQL, Machine Learning with Python, Dashboards with Tableau, Prescriptive Analytics, Data Driven Marketing using R
GPA: 3.82

University of Queensland   Feb 2019 - Dec 2023
Bachelor of Business Management