

# Jeff Hwang

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## EDUCATION

### University of California, Riverside

Riverside, CA

*Bachelor of Science in Data Science*

*December 2024*

- Relevant Coursework: Data Structures & Algorithms, Data Analysis Methods, Artificial Intelligence, Database Management Systems, Machine Learning and Data Mining, Statistics for Data Science, Software Development

## TECHNICAL SKILLS

**Languages:** Python, C++, C#, HTML, CSS, JavaScript, Typescript, SQL, R

**Frameworks/Technologies:** React, Next.js, Express.js, ASP.NET, TailwindCSS, PowerBI, AutoCAD, Git

**Databases & Cloud:** Microsoft SQL Server, PostgreSQL, MongoDB, Azure Data Factory

## EXPERIENCE

### Marketing Data Analyst

Mar. 2025 – Present

*FJDZ International, Inc.*

*Santa Ana, CA*

- Collected and analyzed e-commerce data using **Python** and **Excel** to track industry trends, customer behavior, and campaign performance for improved ROI.
- Managed SEM and SEO efforts, conducted keyword research, and analyzed website traffic using **Helium 10** and **Google Analytics** to improve rankings and engagement.
- Performed ad-hoc data analysis reports using **PowerBI** and **Excel** for marketing and sales teams
- Conducted A/B testing on digital marketing strategies, including ad creatives, landing pages, and email campaigns, to optimize conversion rates.
- Worked closely with internal teams to align marketing initiatives with business goals and digital campaigns.

### Assistant Traffic Engineer

May 2022 – Feb. 2025

*Traffic Control Engineering*

*Brea, CA*

- Coordinated project meetings by preparing agendas, monitoring communications, and handling phone inquiries.
- Assisted in drafting proposals, logging contract approvals, and preparing sketches and maps for presentations.
- Created visual sketches using **AutoCAD** and **Google Earth** to support project presentations and reports.
- Drafted engineering plans and technical documents for internal and external review.
- Maintained records and provided administrative and technical support for traffic engineering projects.

## PROJECTS

### Pier Point Shipping | *Python* | *TKinter*

[Project Link](#)

- Led a five-person team to develop a cargo ship simulation tool, streamlining project delivery through Agile methodologies.
- Optimized container movement logic with the **A\* search algorithm** in Python, yielding a **25-fold** increase in process speed over traditional methods.

### Personal Website | *Next.js* | *TailwindCSS* | *Javascript*

[Project Link](#)

- Implemented a secure contact form using **Next.js API routes** and **Nodemailer**, enabling users to send emails directly to my inbox via **Gmail SMTP** with environment-protected credentials and server-side validation
- Optimized the portfolio for mobile responsiveness across all devices using responsive design techniques, and built dedicated project pages with dynamic routing to showcase each project in detail.

### Aerosol Concentration Predictor | *Python* | *pandas* | *NumPy* | *Matplotlib* | *scikit-learn* | *seaborn*

[Project Link](#)

- Built a machine learning model to analyze the relationship between weather conditions and atmospheric aerosol concentrations in the Los Angeles region
- Conducted KNN regression and used cross-validation to test KNN regression model with **.98 accuracy** and **.002 MSE** for predicting NOx levels

### RateMyItinerary | *JavaScript* | *HTML* | *CSS* | *Express.js* | *MongoDB*

[Project Link](#)

- Built a full-stack web application enabling users to create, share, and search custom itineraries, with forum features for keyword and location-based sorting.
- Designed the frontend with **HTML**, **CSS**, and **JavaScript**, and implemented the backend using **Express.js** and **MongoDB** to support user-specific itinerary storage.