

Jimmy NG

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CAREER OBJECTIVE

Analytical Data Analyst skilled in Python, SQL, and R with a focus on leveraging data insights to optimize business performance and support strategic decision-making in finance and business operations..

EDUCATION

Hong Kong Baptist University

Sep 2020 – Jul 2022

Bachelor of Business Administration (First Class Honours) / Information System and e-Business Management

Achieved a grade of A- in the Honours Project on applying machine learning in Hong Kong stock market

HKU SPACE Community College

Sep 2018 - Jun 2020

Associate of Business Administration /Marketing

Cumulative GPA: 3.79/ 4.0 (Distinction)

WORK EXPERIENCE

TOYTEXX INC

Canada

Digital Marketing specialist

Dec 2023 – Apr 2024

- Analyzed competitor offerings and market positioning to identify opportunities for differentiation, resulting in a 25% increase in unique selling proposition (USP) effectiveness and brand recognition.
- Conducted continuous market research to identify emerging opportunities and potential threats, adapting marketing strategies, accordingly, contributing to a 15% increase in annual revenue.
- Coordinated the preparation of detailed digital marketing reports, enhancing decision-making processes and strategic planning.

Bank of China (Hong Kong)

Hong Kong

Business Analyst (*Full Time*)

Oct 2022 – Sep 2023

- Collaborated with technology, compliance, and operations teams to develop and launch new product in an ongoing revamp project and supporting the transition from SWIFT format to ISO20022 format.
- Assisted and reported to the project manager in managing both personal and corporate banking system implementations, monitoring project progress and resolving issues, ensuring 100% transparency and alignment with project goals.
- Prepared and managed relevant data for User Acceptance Testing (UAT) using Excel and SQL
- Managed an IT project to optimize customer data processing, utilizing business analysis techniques to clarify complex business challenges, resulting in common understanding and agreement on business process and technology requirements

ACHIEVEMENTS & AWARDS

Microsoft Certified: Azure Data Fundamentals

Sep 2024

Certificate of Participation – Hong Kong Canadian business Technology Hackathon

Aug 2024

Google Data Analytics Professional Certificate

Aug 2023

Mr. Lui Ming Fong Memorial Scholarship

May 2022

Consolation Prize – Dean's Cup Business Innovation Gymnasium 7.0

May 2022

Yahoo Finance Youth Program 2021

2021

Joint-University Algo FX Trading Challenge 2021

2021

Beta Gamma Sigma (BGS) Lifetime Membership, BGS HKBU Chapter

Apr 2021

ADDITIONAL INFORMATION

IT Skills: Python, SQL and R

Language: Cantonese (Native), Mandarin (Native), English (Advance)