

JACKIE HOEI

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EDUCATION

California Polytechnic State University | San Luis Obispo, CA
Bachelor of Science: **Business Administration, Information Systems**
Minor: **Industrial Technology**

June 2019

WORK EXPERIENCE

KPMG US LLP

Santa Clara, CA

Tax Data Analyst Associate

07/2019 - Present

- Established workflows for repeated monthly or quarterly processes within the tax department, creating efficiencies for both clients and KPMG's Tax Teams
- Customized tax technology solutions using Alteryx, Power Pivot, Power Query, and VBA
- Evaluated client data and created insightful visualizations using Power Bi and Tableau

Starbucks

San Luis Obispo, CA

Barista/Staff Member

03/2017 - 06/2019

- Provide friendly customer support and resolve any customer disputes with tact and professionalism
- Responsible for opening, closing and accounting for inventory

Raken, Inc.

San Diego, CA

Customer Success Intern

07/2018 - 09/2018

- Spearheaded Raken's Academic Outreach Program to form six new partnerships with Construction Management institutions
- Researched and proposed SaaS Churn Cohorts strategies to improve visualization of customer retention data
- Facilitated initial screening and interviewing of candidates for the Customer Success Team at Raken

ChicExecs PR

San Diego, CA

Retail Strategy Intern

06/2017 - 09/2017

- Designed end of month graphics and reports for all clients, which compiled and analyzed product successes within the market
- Researched target companies to connect customers to different markets while using Salesforce to compile buyer analytics while assessing company needs and identifying areas of improvement
- Assisted in moving a company's market from Australia to the U.S. through developing relationships with large retail stores such as Sephora and Ulta.

SLO Hacks - Favor | Front End Developer

02/2017

- Built a web app using HTML, CSS, SQL and JavaScript which allows users to trade professions within their community

LEADERSHIP & INVOLVEMENT

Information Systems Association

San Luis Obispo, CA

Director of Marketing & PR

03/2017 - 06/2019

- Increase membership retention and involvement by 30% implementing a strategic social media plan using Facebook, Instagram, and LinkedIn
- Coordinate socials, workshops, network events and increase brand awareness of the Information Systems Association

Orfalea College of Business Success Committee

San Luis Obispo, CA

Logistics Coordinator

12/2016 - 04/2017

- Conducted surveys and in-person interviews to gather feedback about the needs of the population
- Analyzed measures of success among students and tailored class structure on a per-case basis

First Generation Business Fundamentals

San Luis Obispo, CA

Mentor

09/2016 - 12/2016

- Mentored first generation students during their first year of college by identifying student's needs and creating a unique solution to help them transition successfully into college

HIGHLIGHTED SKILLS

Software: Access, Alteryx, C+, Close.io, Jira, Microsoft Office, Oracle, OneSource, Python, Salesforce, SQL, Tableau, VBA
Language: Fluent in English, Mandarin, Cantonese; Experience in French and Spanish