

Aaron Ma

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EDUCATION

University of British Columbia <i>BSc in Integrated Sciences Computer Science, Data Science, Statistics</i> <i>BA in Psychology, Minor in Commerce with Distinction</i>	Vancouver, BC <i>Expected Graduation Date: May 2027</i> <i>May 2022</i>
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SKILLS

Programming Languages: HTML5 | CSS3 | JavaScript | Python (pandas, NumPy, matplotlib)

Skills: SAP Analytics Cloud | Wordpress | Elementor | Adobe CC | Canva | Hootsuite | SAP Marketing Cloud

WORK EXPERIENCE

SAP <i>iXp Customer Success Marketing & Communications Specialist</i>	Vancouver, BC <i>December 2022 – August 2023</i>
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- Orchestrated the automation of unique data cleansing & manipulation workflows using Python libraries pandas & NumPy for customer audience reports across 3 distinct customer success event categories
- Spearheaded a data dashboard for SAP's digital supply chain products for SAP internal pre/post sales team via the SAP Analytics Cloud
- Upheld Python developer best practices, i.e. wrote self-contained unit tests, created and maintained Python documentation for both technical & non-technical users.
- Consistently prepared and delivered weekly customer audience data to pre/post-sales teams, data analysts, customer success marketing team

UBC Institute for Resources, Environment and Sustainability <i>Communications and Administrative Assistant</i>	Vancouver, BC <i>January 2022 – September 2022</i>
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- Re-implemented 'People' webpage hierarchy with HTML & CSS to write maintainable code and replace deprecated software
- Managed IRES Wordpress site: administrative updates, publication promotion, event/seminar marketing
- Created promotional graphics & copy for latest academic findings with Photoshop, Illustrator, and Hootsuite
- Executed email marketing bi-weekly newsletter on cyberimpact with 10.71% CTR and 52.4% Opening Rate

YF Life Insurance International Limited (formerly MassMutual) <i>Underwriting Data Testing Intern</i>	Hong Kong SAR <i>July 2019 – September 2019</i>
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- Led testing for new English interface on beta underwriting mobile app with debugging & troubleshooting projects
- Prepared test data with Excel and conducted testing multiple test cycles on various IOS form factor
- Produced summary reports with debugging efforts, processes and potential solutions

LEADERSHIP EXPERIENCE

UBC Arts Undergraduate Society <i>Webmaster</i>	Vancouver, BC <i>June 2021 – May 2022</i>
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- Executed portfolio deliverables with 13 additional content pages in Elementor and Wordpress with HTML/CSS
- Managed AUS Wordpress site with digital marketing campaigns of events and university wide election processes

Marketing Coordinator	<i>June 2021 – May 2022</i>
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- Led Instagram, TikTok, Facebook advertising & content creation with +36.7% Instagram followers in 11 months
- Executed campaigns & events such as Personal Finance workshops, KickstART, Arts Student Centre Opening

PROJECTS

Library E-Commerce Platform

- Created Library e-commerce store with HTML5 and CSS3
- Added JavaScript Sort & Filter functions to rating & price categories, and dark mode/theme function

Movie Database Platform

- Created a movie search platform with HTML5, CSS3, and JavaScript that displays first 6 search results
- Utilized JavaScript to integrate OMDB API into search function that pulled movie information

Personal E-Portfolio

- Created a e-portfolio with HTML5, CSS3, and JavaScript to display marketing and software projects
- Created toggles for marketing & software project categories, dark mode/theme function, modal box in JavaScript
- Added interactive background with JavaScript based on mouse location with a transformation loop function