

WAI PING (AGNES), CHAU

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TECHNICAL / SOFT SKILLS

Programming Language: Python, SQL, R, HTML/CSS, JavaScript

Tools: Tableau, PowerBI, Google Analytics, Shopify, Magento, Salesforce, GitHub, Glitch, WordPress

Language: English, Chinese, French

EDUCATION

EM Lyon Business School

MSc in Digital Marketing and Data Science

Sep. 2021 – Present

France

Hong Kong Baptist University

Bachelor of Business Administration in Applied Economics

Sep. 2016 – July. 2020

Hong Kong

- Upper Second-Class Honours
- Appointed as the peer mentor of School of Business to assist over 200 first-year students to adapt college life for 3 consecutive years

PROJECTS / COURSE WORKS

Customer Churn Analysis | Python (Scikit-learn, Pandas, NumPy, Matplotlib)

Mar 2022

- Implemented machine learning models such as random forest model, logistic regression model and support vector machine to predict the customer churn

Price Analysis of Airbnb in Paris | RStudio, ShinyApp

Mar 2022, TBC

- This project is about using R language to analysis the price of Airbnb in Paris. A dashboard is created and deployed on ShinyApp showing the price and accommodation distribution

BeeKeeper Community App Layout | HTML, CSS, JavaScript, Figma

Nov 2021

- Created a website using HTML and JavaScript to present the reason why developing a BeeKeeper Community is important in the field of sustainable.
- Utilized the Figma to create the layout and function for the application in order to allow different scenes to interact with each other.

Stock Checking Bot | Python, Telegram Bot

April 2019

- Designed and developed a stock checking bot in Python, applied web scrapping, string matching etc. to allow user check stock information on market easily

WORKING EXPERIENCE

Caudalie Hong Kong Limited

Aug 2020 – Aug 2021

E-commerce Assistant

Hong Kong

- Assisted to coordinate promotion campaign by using Trello and successfully increase 30 percent revenue annually in the period of COVID.
- Planned and executed communications such as eDM, web banners and digital ads to boost website traffic by 10 percent and conversion by 5 percent
- Executed a framework for new product launches on Magento
- Managed a team of 3 people to ensure high-quality delivery
- Handled over 100 customer inquiries daily (email, social media, phone)
- Prepared monthly customer service reports analysis to headquarter

Integrated Management System

Apr 2020 – Aug 2020

Marketing Executive Intern

Hong Kong

- Responsible to create monthly social editorial calendars for 3 brands on social media (Facebook, Instagram and Twitter)
- Implemented social listening by using Brandwatch for market research and developed social media strategy
- Organized weekly eDMs using Salesforce Marketing Cloud

Burberry Group Inc.

Jul 2015 – Aug 2015

Project Assistant Intern

Hong Kong

- Prepared documents to support on-going digital project by applying lean methodology which was finally adopted by project manager
- Communicated with teammates and various contractors to follow up a global project