

Wing Tung (Angie) Fong

Austin, TX 78755 | fwtangie@gmail.com | 516-289-8558 | <https://angiefong.github.io/>

EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN

Master of Science in Information Studies (concentration: Data Science)

Austin, TX

Aug 2021 – Dec 2022

- GPA: 3.83/4.0
- Relevant courses: Machine Learning, Data Semantics, AI in Health, Quantifying User Experience, Visualization, Usability, Database Management, Statistical Machine Learning Optimization, Machine Learning Text Analysis

CITY UNIVERSITY OF HONG KONG

Bachelor of Business Administration in Marketing (minor: Computing)

Hong Kong

Aug 2016 – Jul 2021

- Relevant courses: Market Research, Customer Analytics, Game Theory, Database Systems, Design Thinking, Java Programming, Web Development, Software Design, Business Programming with Spreadsheet

PROFESSIONAL EXPERIENCE

NinjaOne – Growth Marketing Analyst Intern

Jun 2022 – Present, Austin, TX

- Facilitated the development of an automated pipeline to extract and parse data from various advertising platforms using Airflow with Python and API scripts and reduced manual work by 24 hours weekly.
- Created data transformation flow with Tableau Prep builder and interactive Tableau dashboards with Tableau Dashboard to improve presentation and granularity of essential reports.
- Provided knowledge sharing and support to specialists in product, marketing, sales and operation on dashboard development and usage.
- Analyzed ROI, competitor trends, search term performance, lead quality, customer mix across regions to support board decisions and marketing operations.

ALIBABA GROUP, TMALL - Operations Intern

Jul 2019 – Dec 2019, Hangzhou

- Worked with marketing platform sales managers on advocating new marketing optimization products to clients by formulating customized product bundles.
- Prepared reports on advertising performances with Excel to support quarterly client consultations.
- Facilitated communication between clients and various business units on shopping festivals like Double 11.

SKILLS

Data Engineering:

REST APIs, Python, R, SQL, SOQL, Tableau Prep Builder, Tableau Desktop, TabPy

Modelling:

Regression, Classification, Clustering

Data Visualization:

Tableau, Excel, Matplotlib, Seaborn

Database:

Salesforce, Google Analytics

Language:

English: TOEFL iBT 113/120

Chinese (Cantonese): Native

Chinese (Mandarin): Proficient

Korean: TOPIK II (level 5)

PROJECT HIGHLIGHTS

Relationship Extraction from PubMed Conflict of Interest Statement

MSIS Course Project – AI in Health

- Extracted relationship triples from 122k declared statements with Stanford CoreNLP package.
- Generated data-driven ontology of relationships and compared with the prescribed relationship types defined by ICMJE and human-annotated relationships from a subset of statements.

NinjaOne Customer Churn Prediction

MSIS Capstone Project

- Prepared relevant CRM data based on subject matter expert input for feature selection and engineering.
- Use ensemble methods to predict different subsets and use residuals to fix flaws in models and data.