61921730

choywingyee0922@gmail.com

Winnie Choy

CAREER OBJECTIVE

Results-driven data engineer with a strong background in data analysis, seeking a challenging role that combines expertise in both data engineering and data analysis. Skilled in designing and implementing scalable data pipelines, optimizing data storage, and ensuring data quality. Additionally, proficient in advanced data analytics techniques, statistical modelling, and data visualization. Committed to leveraging these combined skills to drive data-driven insights, support informed decision-making, and contribute to the success of the organization. Seeking a collaborative and dynamic environment where I can apply my expertise in both data engineering and data analysis to solve complex business problems and drive meaningful outcomes. Continuous learning and staying updated with emerging technologies is paramount to my professional growth and contribution to the team's success.

SKILLS AND ATTRIBUTES

Language Skills:
Fluent in English, Mandarin and Cantonese.

Technical Skills:
- SQL
- R
- Excel Power Query and basic VBA
- Python
- Alteryx
- Qlik Sense
- Power BI
- Boomi
- GCP

KEY COMPETENCIES

Customer Service:
Exceptional customer service skills, dealing with customers and stakeholders at all management levels, to ensure successful communication and outcomes.

Administration:
Possessing a broad skillset including data entry, reporting, interpreting and analysing data, managing correspondence; and coordinating and prioritising all to a high standard.

Team Player:
An active team player with ability to develop and foster relationships at and across all levels of an organisation, dedicated to assisting colleagues and staff improve their skills and techniques in order to reach organisation goals. This was demonstrated by my time as Campaign Coordinator with colleagues located in various countries around the world

Effective Communication:
Proven track record of using high level, tailored communication techniques (including verbal and written), demonstrated interpersonal, leadership and stakeholder management skills when liaising with different levels with an organisation located internationally.

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Problem Solving:
Ability to resolve in-depth queries in a methodical and logical manner independently and with internal and external business partners to find appropriate resolutions and efficiencies, all with a high level of quality.

Planning and Organising:
Refined planning and organisational skills that balance work, team support, and responsibilities in a timely and professional manner as was evidenced by my time as Campaign Coordinator and Data Consultant when I often had to plan and deliver output with competing deadlines simultaneously.

Analytical Ability:
Able to produce high quality, accurate work even when under extreme time pressure and deadlines, and ability to understand and follow complex instructions to successful conclusions including collecting data from business directories, networking portals and company websites, contact data cleaning and updating from SQL query database using excel and internal tools.

PROFESSIONAL EXPERIENCE

DATA ACQUISITION AGENT, SELLING SIMPLIFIED AU
May 2020 – April 2021

- Utilized HTML and Python to extract data from business directories, networking portals and company websites, ensuring up-to-date information retrieval.
- Conducted data cleaning and updating by executing SQL queries on databases, ensuring data integrity and quality.
- Maintained effective communication and channels with customer support and operation teams in Australia and overseas.
- Additionally, performed the role of Campaign Operation Coordinator, overseeing 10+ campaigns per week, each running between 2-6 weeks. Responsibilities included data sourcing, processing, validation, analysis and delivery.
- Contributed to a B2B company monitoring, refreshing and enriching over 100M global B2B records, utilizing various interfaces such as Visonayr, FileZilla and integrate based on campaign requirements.

DATA SOLUTIONS SPECIALIST, AVERY DENNISON HK
Jun 2021 – May 2022

- Project-based management across global locations, ensuring successful delivery within specified timelines
- Investigated and resolved customer and production issues by effectively utilizing various systems
- Prepare project plan outlining functional and data requirements for program design, schedule and implementation
- Build and maintain data structure and production information of system
- Provide detailed analysis for variable data products and online ordering solutions

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- Collaborated with cross-functional teams, including Operation teams, Commercial and Internal Product Development team, to achieve project objectives and deliver exceptional results.

SOURCING DATA ANALYST, HH GLOBAL HK
Jun 2022 – Apr 2023

- Conducted quantitative analysis of product sourcing data within the APAC to identify opportunities for improvement
- Utilized Python and R to interpret and transform data, and presented findings through Power BI to drive focus and provide actionable insights
- Support local Category managers in developing new suppliers and sourcing strategies
- Developed rate cards, establishing fixed price agreements with suppliers.
- Took responsibility of pricing new opportunities involving print and POSM procurement, supporting the business development's team in bid preparation.

DATA CONSULTANT, NCS NEXT HK
Apr 2023 – Current

Participate in client working session to discover business strategy and objectives.

A Global IT Service Company
- Develop Alteryx workflow to fulfil client's requirements.
- Utilized Python to extract data from Salesforce and transformed it using Alteryx before loading it onto Microsoft SQL Server
- Build Marketing Dashboard using Power BI for product analysis.

A Global International Trade Company
- Communicate with HR team to gather requirement and provide support for routine report analysis.
- Project - based deliverables
- Automated data extraction and transformation processes using Alteryx and bulk loaded into Snowflake for integration
- Prepare dashboard to provide insights e.g. Staff Turnover Analysis and Annual Leave Utilization, using Qlik Sense SaaS.

A Government Based Department:

Data Injection Project:
- Led the end-to-end design and integration workflows.
- Conducted data extraction, transformation and load using Google Cloud Platform
- Implemented functionality requirements, logging, and email alerts.
- Utilized key GCP services such as Cloud Function, Secret Manager, Pub/Sub, and Cloud Scheduler.

Data Extraction Project:
- Performed data extraction, transformation, and loading operations using Boomi.
- Developed a solution to establish a listener in Boomi and load data into Big Query.

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- Collaborated with external vendors to implement an API post method for sending JSON data in various formats to the Boomi listener.
- Design API endpoints for request validation, response generation.
- Validated the payload, mapped SQL scripts to the desired Big Query input, and successfully loaded the data into Big Query.

QUALIFICATIONS AND EDUCATION

2024| Google Cloud Certified – Professional Data Engineer

2024| AWS Certified AI Practitioner

2024| CRE and BLNST Basic Law and National Security Law Test

2023| Certificate of Boomi Professional Integration Developer

2023| Certificate of Boomi Associate Integration Developer

2023| Certificate of Alteryx Server Implementation

2023 | Certificate of Alteryx Designer Advanced

2023 | Certificate of Alteryx Designer Core
2022 | Certificate of Microsoft Power BI Data Analyst

2022 | Certificate of Microsoft Excel Expert (Office 2019)

2022 | HKU SCHOOL OF PROFESSIONAL AND CONTINUING EDUCATION
Foundation Certificate in Cloud Computing Architecture

2020 | Certificate of Advanced Google Analytics

2018 - 2019 | UNIVERSITY OF SYDNEY
Bachelor of Science (Major in Data Science, Minor in Computer Science)

2018 | UNIVERSITY OF TECHNOLOGY SYDNEY
Diploma of Information Technology

2017 | SCHOOL OF CONTINUING & PROFESSIONAL STUDIES
Diploma in Computer and Internet Security