Christopher Kwok

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Portfolio: https://christopherkwok.github.io/

ACCOMPLISHMENTS / SUCCESS

- Automated weekly marketing, operations, and growth team reports into Tableau, increasing efficiency by 50%
- Partnered with CEO to implement third-party technology in data pipeline, reducing system stress by 30%
- Initiated cleaning and standardization of data in CRM database, creating a 10% increase in sales close rates

WORK EXPERIENCE

Webtoon Entertainment | *Data Analyst* **(Los Angeles, CA)**
Apr. 2021 - Oct. 2022

- Developed and automated Tableau dashboards and excel reports to extract and monitor quantitative metrics
- Lead regular workflow improvement meetings between engineering, operations, growth, and analytics teams
- Wrote complex SQL queries to pull data using cron jobs, temporary tables, window functions, and JOINS
- Onboarded internal teams onto BI tools, and created internal knowledge base for BI new user onboarding

Jobfit | *Data Operations Associate* **(Fremont, CA)**
Jan. 2021 - Apr. 2021

- Maintained and optimized data pipeline for job searching/hiring platform:
  - Proactively monitored tech stack to detect and resolve bugs, maintaining system and data integrity
  - Automated data collection workflow by creating web-scraping HTML and CSS bots
  - Optimized use of data collection resources by integrating new website monitoring technology

After Hours Entertainment | *Digital Analyst / Marketing Coordinator* **(Fremont, CA)**
Oct. 2020 - Dec. 2020

- Provided digital analytics and strategy for asian variety show:
  - Established analytics processes in YouTube/IG/Tiktok, identified opportunities to improve digital strategy
  - Identified and monitored KPIs and metrics such as impression click-through rate and average view duration
  - Aggregated data in monthly Tableau reports and convey actionable recommendations to management

Bainbridge Capital Advisory | *Mergers & Acquisitions Intern* **(La Jolla, CA)**
Jan. 2020 – Mar. 2020

- Leveraged both internal and external corporate business datasets to discover companies qualified for acquisition:
  - Analyzed quantitative and qualitative data such as company revenue, size, industry, to estimate EBITDA
  - Compile company targeting data in weekly Excel reports for internal stakeholders
- Worked with Bainbridge Mergers and Acquisition team to update and evolve CRM database:
  - Maintained data quality & hygiene by identifying and resolving inconsistencies in data

ADDITIONAL INFORMATION

Sales Technology Platforms: Salesforce**,** DealCloud, Pitchbook

Data Technology: Microsoft Excel | SQL | Tableau | Python

Awards: Eagle Scout

Professional Organizations: Delta Sigma Pi

EDUCATION

University of California, San Diego **(La Jolla, CA)**
B.A. Degree in Economics Graduated Jun. 2020

Certifications:

Tableau Desktop Specialist Certification
Business Intelligence Analyst (statistics, Excel, MySQL, Tableau, Python)