

Christopher Kwok

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EDUCATION

University of California, San Diego

(La Jolla, CA)

B.A. Degree in Economics

Graduated Jun. 2020

Certificate in Business Intelligence Analysis

Expected Graduation: Jun. 2021

Relevant Coursework: Overview of BI and Data Analysis | Python for Informatics | Business Analytics | Advanced Excel for Analysis and BI | Econometrics A,B,C | Financial Accounting | Managerial Accounting

Online Certifications: Udemy: Business Intelligence Analyst (statistics, Excel, SQL, Tableau, Python)

SQL coursework available to view on website

WORK EXPERIENCE

After Hours Entertainment | *Digital Analyst / Marketing Coordinator*

(Fremont, CA)

Oct. 2020 - present

- Chartered use of Youtube Reporting API to export, clean, compile, and analyze data from multiple sources
- Performed digital A/B testing with Youtube/Tiktok/Instagram Analytics to identify key factors in maximizing KPI metrics (impression click-through rate, view duration, follower conversion rate) and develop marketing strategy
- Designed dashboards in external applications (Tableau) to visualize datasets and communicate insights

Bainbridge Capital Advisory | *Mergers & Acquisitions Intern*

(La Jolla, CA)

Jan. 2020 – March 2020

- Enhanced CRM database efficiency (DealCloud and Salesforce), creating a 10% increase intro call approval rates
- Employed multiple sales and finance databases (Crunchbase, Owler, and Pitchbook) to perform both quantitative and qualitative data analysis, ultimately revamping old estimated revenue and EBITDA valuation techniques
- Analyzed industry sub-vertical trends and buzzwords to compile weekly lists of twenty platform/add-on companies

Lyft | *UCSD Campus Brand Ambassador*

(La Jolla, CA)

Aug. 2019 – Jan. 2020

- Established brand awareness on-campus for 35,000+ students to promote Lyft under UCSD's Safe Rides Program
- Executed monthly large-scale university events to acquire and activate new users, assisting students effectively through the on-boarding process - averaging approximately 80+ sign-ups per event

EXTRACURRICULAR EXPERIENCES & PROJECTS

Ascension UCSD Dance Team | *External Relations Chair*

(La Jolla, CA)

Jun. 2017 – Jun. 2018

- Collaborated and communicated cross-functionally with team of 11 to organize marketing, operations, and finances for events with up to 200 people in attendance (i.e. fundraisers, showcases, meet and greets, and social mixers)
- Spearheaded social media marketing campaigns to increase reach and engagement prior to public events

Boy Scout Eagle Project

(Fremont, CA)

Apr. 2014 – Aug. 2016

- Drafted plans discussing tentative timeline, budget, fundraising, required materials, and licenses for the project
- Managed 50 boy scouts and adults throughout the duration of the project, totaling over 350 service hours

Tableau Makeover Monday Challenges

- Designed and created dashboards on a weekly basis to communicate dataset insights to audiences
- Assessed which visualizations would best display insights of both quantitative and qualitative data

Tableau dashboards available to view on website

ADDITIONAL INFORMATION

Technical Skills: Microsoft Excel (advanced) | Stata (basic) | R | Python | SQL | JMP (basic) | Tableau

Awards: Eagle Scout (Awarded: 11/26/2016)

Interests: Dancing | Cooking | Volleyball | Podcasts | Video Editing

Extracurricular Organizations: Delta Sigma Pi | AFX Dance Team | Ascension UCSD Dance Team