

# Mark Asuncion

647-835-5992 | [gm.asuncion@mail.utoronto.ca](mailto:gm.asuncion@mail.utoronto.ca) | [linkedin.com/in/markasuncion](https://www.linkedin.com/in/markasuncion) | [github.com/gmasuncion](https://github.com/gmasuncion) | [markasuncion.xyz](https://markasuncion.xyz)

## EDUCATION

### University of Toronto

Honours Bachelor of Science in Applied Statistics, Minor in Mathematics

Mississauga, ON

Sep. 2019 – May 2024

- **Cumulative GPA - 3.91/4.00** (high distinction)
- Achieved Dean's Honours List throughout all semesters enrolled
- Relevant Coursework: Regression Analysis, Experimental Design, Machine Learning, Neural Networks, Databases
- Extracurriculars & Societies: Intramural Basketball, UTMSAM, UTM CSSC, Data Science Toronto

## PROFESSIONAL EXPERIENCE

### Business Analyst Intern

Environment and Climate Change Canada | Data Ingest & Product Development Unit

May 2022 – Aug 2023

Toronto, ON

- Collaborated with multidisciplinary teams to gather, interpret and write business documents, helping liaison communication between stakeholders
- Conducted analyses on weather datasets expressed in **XML** using **R** and **Excel**, progressing clients through the data chain
- Automated routine tasks using **Python**, streamlining workflow processes and improving overall efficiency by **12%**
- Quality assured outputs for **30+** networks across Canada, ensuring data specifications were met for products used globally

### Operations Lead

Hedoum (Online Vintage Clothing Store) | [Shopify Storefront](#)

Aug. 2021 – Present

Toronto, ON

- Established key performance indicators (KPIs) and tracked operational metrics to measure performance, making data-driven decisions for process enhancements
- Planned and executed **A/B** tests to optimize website performance, resulting in a **21%** increase in conversion rates
- Oversaw the finances of the business, tracking expenses and revenue to make strategic decisions for advancements
- Spearheaded logistics behind operations of the business, including event planning and running in-person markets as a vendor

### Computer Science Research Assistant

University of Toronto

Jan. 2023 – May 2023

Toronto, ON

- Collaborated with professors by analyzing TA feedback to aid in the evaluation of the **Writing Development Initiative**
- Employed **thematic analysis** to derive meaningful insights about the writing habits of students in computer science
- Performed data cleaning and wrangling using **Python** scripts and consolidated key insights into a report using **Jupyter Notebooks**

## PROJECTS & RESEARCH

### Statistical Research Paper | *R*, *TidyVerse*, *LaTeX*

<https://www.mdpi.com/1099-4300/24/11/1579>

Oct. 2022

- Received the prestigious position of student researcher from **NSERC** in recognition of exemplary academic achievements
- Affirmed the paper's findings by building models in **R** from real-world examples of **right-censored data**, implementing the relevant algorithms and tests
- Published the research paper in a reputable peer-reviewed journal as a co-author, gathering over **800+** views from users

### Text Translator | *Python*, *PyTorch*, *Pandas*, *Numpy* *Matplotlib*, *Git*

Sept. 2023 – Dec. 2023

- Implemented a **transformer model** in **Python** capable of translating Shakespearean text into modern English with **83%** accuracy using **NLP** techniques, the model was trained using **PyTorch**
- Completed necessary data processes (exploration, pre-processing, cleaning, splitting) using **Pandas & NumPy** and documented metrics of performance using **matplotlib**

### Arts-Based Stats Web App | *R*, *R Shiny*, *Git*

<https://gmasuncion.shinyapps.io/ArtBasedStatisticsSurveyWebpage/>

Jan. 2023 – Apr. 2023

- Conducted an analysis on student perceptions regarding the efficacy of arts-based methodologies in teaching statistics
- Developed an interactive data visualization and analysis tool using **R Shiny** to output the findings of the research
- Created interactive visualizations that allowed users to dynamically manipulate variables, enhancing data comprehension
- Presented the app and insights to an audience of statisticians at the **Joint Statistical Meetings (JSM)** hosted by ASA

## TECHNICAL SKILLS

**Languages:** Python, R, SQL (MySQL), HTML/CSS, LaTeX, Java

**Software:** Git, VS Code, Jupyter Notebooks, Rstudio, PyCharm, Eclipse, Excel

**Libraries:** Pandas, NumPy, matplotlib, scikit-learn, Selenium, TidyVerse, ggplot2, PyTorch, R Markdown, R Shiny