

# Mark Asuncion

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## EDUCATION

### University of Toronto

Mississauga, ON

*Honours Bachelor of Science in Applied Statistics, Minor in Mathematics*

*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

May 2022 – Aug 2023

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

*Toronto, ON*

- Collaborated with multidisciplinary teams to gather, interpret and write business documents, helping liaison communication between stakeholders
- Managed and analyzed large-scale weather datasets for clients expressed in **XML** using **R** and **Excel**
- Leveraged **Power BI** to produce insightful dashboards for analytical reports, providing effective data visualization
- 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

Aug. 2021 – Present

*Hedoum (Online Vintage Clothing Store) | Shopify Storefront*

*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

Jan. 2023 – May 2023

*University of Toronto*

*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 observations into a report using **Jupyter Notebooks**

## PROJECTS & RESEARCH

### NSERC Undergraduate Student Research Award | *R, TidyVerse, LaTeX*

May 2021 – Oct. 2022

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

- Awarded prestigious **NSERC (Natural Sciences and Engineering Research Council of Canada)** scholarship in recognition of academic excellence and research potential
- Conducted cutting-edge research under the mentorship of faculty, focusing on **model checking** with right-censored data
- Affirmed the paper's findings by building models in **R** from real-world datasets and applying the relevant 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

- Built and trained a **transformer model** in **PyTorch** capable of translating Shakespearean text into modern English with **83%** accuracy using **NLP** techniques
- 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*

Jan. 2023 – Apr. 2023

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

- 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, Power BI, Jupyter Notebooks, Rstudio, PyCharm, Eclipse, Excel

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