




LEUNG Hiu Lam, Kessie

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Summary

Collaborative and analytical data-driven analyst with a BSc in Computer Science and MA in Creative Media. Proficient in SQL, Python, and Tableau, with hands-on experience in data manipulation, analysis, and BI visualisation. Eager to convert complex data into actionable insights that aid strategic decision-making.

Education

City University of Hong Kong, HKSAR, China

- Master of Arts in Creative Media – Distinction (GPA: 3.87/4.30) *Sep 2022 – Jun 2023*
 - Bachelor of Science in Computer Science – Upper Second Class Honours (GPA: 3.47/4.30) *Sep 2018 – Jun 2022*
- Relevant Courses: The Art and Science of Data, Database Systems, IT Professionals and Society, Marketing*

University of Liverpool, United Kingdom – Semester Exchange Studies

Jan 2019 – May 2020

Sheffield Hallam University, United Kingdom – Summer Exchange Studies

Jun 2019 – Jul 2019

Work Experience

1a space, Marketing Team – Creative Communications Assistant

Jul 2023 – Jul 2024

- Collaborated with the team to develop and implement digital marketing strategies for exhibition and programme promotion, which increased the company's Instagram following by 10%.
- Produced 15+ promotional and interview videos for social media to increase in-person participation while maintaining brand consistency and meeting stakeholder needs.

Hong Kong Housing Society (HKHS), Information Technology Department – IT Intern

Jul 2020 – Jun 2021

- Created 3 quarterly security dashboards for the Information Technology department, analysing and visualising data, such as system usage and email scam reporting, in Excel for the company's cybersecurity audits.
- Produced 10+ training materials for 1400+ HKHS employees, including animated videos, comic strips, and quizzes, raising company-wide awareness of digital threats by simplifying complicated security issues relevant to daily life.

Project

Le Petit French Bakery Sales Analysis (2021 – 2022) | [Learn More](#)

Feb 2025

- Performed exploratory analysis of 23K transaction records using SQL to identify sales trends, customer behaviour, and product performance.
- Built a [Tableau Dashboard](#) to visualise key insights, alongside actionable recommendations, enabling stakeholders to make decisions.

United States (U.S.) Data Analyst Job Postings Analysis (2022 – 2024) | [Learn More](#)

Jan 2025

- Analysed 43K job postings using R to identify hiring trends in the data analytics field.
- Created visualisations to communicate findings, such as the importance of teamwork and communication, and provided recommendations to improve my job application conversion rate.

SAffice (CityHack 2021, Second-Runner Up) | [Learn More](#)

Jan 2021

- Collaborated with my team to create the functional requirements and demonstration video for SAffice, a smart office system that creates a safe workplace under COVID-19 with services including face mask recognition and E-sign system.

Achievements

CityHack 2021 Second-Runner Up

A 48-hour CityU hackathon, sponsored by AWS, Huawei, SenseTime, and Siemens. Collaborated with a team to design *SAffice*, a COVID-19 smart office solution that uses AWS cloud services, and produced its demo video for our team's pitch.

Talent Development Scholarship

Scholarship fund awarded by the HKSAR government using a merit-based approach.

Qualifications and Skills

Qualifications: Google Data Analytics Professional Certificate, Certified UAS (Unmanned Aircraft System) Pilot Training

Data Analytics: SQL, Python, Tableau, R, Power BI, Excel, BigQuery

Miscellaneous: Git, LaTeX, Figma, Adobe

Programming Languages: Java, C++, Google Apps Script, MATLAB

Web Technologies: HTML, CSS, JS

Languages: Cantonese (Native), English (Fluent – IELTS 7.0 on *20 Jul 2019*), Mandarin (Intermediate)