

# MARCO (KWAN HEI) HUI

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## EDUCATION

**Claremont McKenna College, Claremont, CA**

**May 2022**

*Bachelor of Arts, Economics; Computer Science Minor*

- **Relevant Coursework:** Econometrics, Statistics, Data Mining, Data Structures, Accounting Data Analytics, Discrete Mathematics, Linear Algebra, Financial Accounting, Corporate Finance, Industrial Organization
- **Awards:** Department Honors, Randall Lewis Center for Innovation and Entrepreneurship (RLCIE) Fellow

## WORK EXPERIENCE

**Ngage Live Chat, Austin, TX**

**Aug 2021 – Dec 2021**

*Student Data Scientist*

- Ngage helps more than 8,000 businesses implement a live chat platform online
- Analyzed datasets with 60M+ rows of visitor metadata to find attributes that increase conversion rates
- Increased conversion rate by 9+ percentage points across 18,000 client websites
- Communicated conclusions in a presentation and written brief to the Ngage directors

**Greycroft, Los Angeles, CA**

**Jan 2021 – May 2021**

*Student Data Scientist*

- Greycroft manages over \$2 billion in venture capital invested in 196 companies
- Performed data wrangling and exploratory analysis on a dataset of 5,000+ pre series B funded companies
- Constructed multilinear regression, logistic regression, and random forest models to find early signals predicting success in startups
- Created a due diligence framework based on 11 identified signals that is adopted by the investment team

**Apple, Cupertino, CA**

**Sep 2020 – Dec 2020**

*Data Science Intern (Ad Platforms Business Analytics)*

- Built a central directory to organize 470+ Tableau workbooks used by all Ad Platforms teams
- Designed and led a scalable archival process that reduced total number of Tableau workbooks by 30 percent
- Explored seasonal trends in App Store search activity supported by queried data

**Brik+Klik, New York, NY**

**Mar 2020 – Aug 2020**

*Marketing Analytics Intern*

- Brik+Klik builds smart stores for online-only retailers to open physical spaces with lower time and cost
- Conducted market research by gathering online news and attending retail conferences
- Compiled data from social media marketing campaigns into executive summaries with actionable insights
- Scraped retail websites to generate 5,000+ entries of product information, which guided pricing strategy
- Spearheaded SEO efforts for the company website and e-commerce store to drive user clicks

## CAMPUS LEADERSHIP EXPERIENCE

**First Year Programs (FYP), Claremont, CA**

**Aug 2021 – May 2022**

*First Year Guide*

- Co-led a weeklong orientation program for 24 first-year students to foster acceptance and friendships

**Asian Pacific American Mentoring (APAM), Claremont, CA**

**Aug 2019 – May 2022**

*Mentor*

- Served as a year-long mentor for 10-12 APIDA-identifying first-year students
- Organize bi-monthly events that build community and educate students on APIDA-related issues

**Information Technology Services (ITS), Claremont, CA**

**Aug 2019 – May 2022**

*Media Technology Assistant*

- Set up and provided on-site technology support for classroom AV equipment, average 10 hours per week

## SKILLS AND INTERESTS

- **Skills:** R, Python, SQL, C++, Java, HTML, CSS, STATA, Excel, Tableau
- **Languages:** Cantonese (native), Mandarin (advanced)
- **Interests:** Sports Analytics, Data Visualization, East Asian History, Ultimate Frisbee, Video Games