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:** Economics Department Honors, Randall Lewis Center for Innovation and Entrepreneurship Fellow
- **GPA:** 3.69 / 4.00

WORK EXPERIENCE

Chenbro Micom, Ontario, CA   **Dec 2022 – Present**

Data Analyst

- Improve price prediction for clients by implementing clustering algorithms that segment product offerings
- Compute and visualise inventory management KPIs from warehouse operations data

Greycroft, Los Angeles, CA   **Jan 2021 – May 2021**

Data Analyst (Practicum Project)

- Built data visualisations and dashboards that monitor financials of portfolio companies
- Performed exploratory analysis on business data of 5,000+ pre series B funded companies, helping the investment team understand the startup landscape
- Created and optimised regression models that identified 10+ early determinants of funding success

Apple, Cupertino, CA   **Sep 2020 – Dec 2020**

Business Analytics Intern

- Analysed and modelled app store search data for seasonal trends
- Developed a directory to help Ad Platforms teams better navigate the 470+ Tableau workbooks
- Designed and executed an archival process that reduced total number of dashboards by 30%
- Presented findings and improvements to the data visualisation workflow for Ad Platforms executives

Brik+Clik, New York, NY   **Mar 2020 – Aug 2020**

Marketing Analytics Intern

- Synthesised key engagement metrics from social media campaigns into weekly executive summaries
- Researched the retail market during the pandemic by gathering online news, scraping competitor data, and attending virtual conferences
- Produced professional ad hoc marketing and presentation materials used to launch 2 physical stores

CAMPUS LEADERSHIP EXPERIENCE

Asian Pacific American Mentoring (APAM), Claremont, CA   **Aug 2019 – May 2022**

Mentor

- Served as an academic and personal resource for 10-12 APIDA-identifying first-year students
- Organised bi-monthly events that build community and educate students on APIDA-related social issues

Information Technology Services (ITS), Claremont, CA   **Aug 2019 – May 2022**

Media Technology Assistant

- Provided on-call technology support and monitor usage of classroom AV equipment school-wide
- Implemented hybrid classroom technologies post pandemic

SKILLS AND INTERESTS

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