

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
- **GPA:** 3.69 / 4.00

WORK EXPERIENCE

Ngage Live Chat, Austin, TX

Aug 2021 – Dec 2021

Data Scientist (Practicum)

- Built data visualizations and Tableau dashboards on website event data to help the product team better understand when and how users interact with the live chat platform
- Built predictive models that identified 10+ attributes of user activity that increased conversion rate by 19% across 18,000 small business websites when addressed

Greycroft, Los Angeles, CA

Jan 2021 – May 2021

Data Scientist (Practicum)

- Performed exploratory analysis on a dataset of 5,000+ pre series B funded companies and visualized some finance summary statistics to help the investment team gauge the VC landscape
- Constructed machine learning models to determine early signals predicting funding success in startups

Apple, Cupertino, CA

Sep 2020 – Dec 2020

Business Analytics Intern

- Queried App Store data to identify key seasonal trends in search activity
- Interviewed 50+ stakeholders about the use case for their dashboards to evaluate the data visualization workflow in the Ad Platforms organization
- Designed, led, and documented a scalable archival process that reduced 30% of the Tableau workbooks by eliminating redundancies in dashboards
- Built a central directory to help all teams organize and navigate the remaining 470+ Tableau workbooks

Brik+Click, New York, NY

Mar 2020 – Aug 2020

Marketing Analytics Intern

- Synthesized 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

First Year Programs (FYP), Claremont, CA

Aug 2021 – May 2022

Mentor

- Co-led bonding events and a weeklong orientation trip for 24 first-year students

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
- 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

- Provide on-site technology support and instruction for classroom AV equipment, average 10 hours per week

SKILLS AND INTERESTS

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