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 business websites implement a live chat platform where trained operators convert visitors into clients; 100+ employees
- Queried and analyzed datasets of 60,000,000+ visitor actions across 18,000+ client websites to find attributes that increase conversion rates (clicking into the chat box and providing contact information)
- Communicated conclusions in a presentation and written brief to 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; 40+ employees
- Constructed predictive models on a dataset of 5,000+ pre series B funded companies to find 20+ early signals forecasting success startups
- Created a framework for the due diligence process based on the identified early signals
- Communicated conclusions in a presentation and written brief to Greycroft principals

Apple, Cupertino, CA   **Sep 2020 – Nov 2020**
Data Science Intern (Ad Platforms Business Analytics)
- Produced dashboards highlighting trends in App Store search activity as supported by queried data
- Built an organized directory for 470+ Tableau workbooks used by all 10 Ad Platforms teams
- Designed then led a scalable archival process that reduced the total number of Tableau workbooks by 30%

Brik+Clik, New York, NY   **Mar 2020 – Aug 2020**
Marketing Analytics Intern
- Brik+Clik builds smart stores allowing online-only retailers to open physical spaces with lower construction time and cost; 5+ employees
- Conducted market research by attending retail conferences and presented findings to the CEO
- Compiled data from social media marketing campaigns into biweekly metrics reports 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 and host bi-monthly events

Information Technology Services (ITS), Claremont, CA   **Aug 2019 – May 2022**
Lead 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:** Non-Fungible Tokens, Data Visualization, Ultimate Frisbee, Motorsports, Soccer, Video Games