

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 19% across 18,000 client websites
- 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
- Constructed predictive models on a dataset of 5,000+ pre series B funded companies to find 20+ early signals forecasting success startups
- Created a due diligence framework based on the 11 identified early signals that is used company-wide
- 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)

- Built an organized directory for 470+ Tableau workbooks used by all Ad Platforms teams
- Designed then led a scalable archival process that reduced the total number of Tableau workbooks by 30%
- Identify seasonal trends in App Store search activity supported by queried data

Brik+Click, New York, NY

Mar 2020 – Aug 2020

Marketing Analytics Intern

- Brik+Click builds smart stores for online-only retailers to open physical spaces with lower time and cost
- 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
- 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:** Non-Fungible Tokens, Data Visualization, Ultimate Frisbee, Motorsports, Soccer, Video Games