CAIFEI HONG

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EDUCATION

Peking University   Beijing, China
Bachelor of Management in Information Management and Information Systems   Fall 2016 – Spring 2021

- GPA: 89% | 3.90/4.00 (WES); ranked 1/76
- Selected awards: Robin Li Scholarship (2017), Pacemaker to Merit Student (2017, Top 1%), Canon Scholarship (2018), Merit Student (2018, Top 5%), Third-Prize Scholarship (2020), Merit Student (2020, Top 5%)

WORK AND RESEARCH EXPERIENCE

Veeva Systems   Beijing, China
Data Analyst (Intern), Strategy and Solution Consulting Department   Dec. 2018 – Apr. 2019

- Analyzed and visualized user behavior data and generated monthly reports for 3 different pharmaceutical companies
- Built an interactive dashboard for sales and employee's performance evaluations

Kuaishou Technology   Beijing, China
Data Analyst (Intern), Data Science Department   Jun. 2020 – Aug. 2020

- Utilized Hive SQL and Python to extract, clean, and model data generated from over 300 million daily active users
- Identified the searching behavior sequences which indicated users' disparate information needs
- Collaborated with product managers and algorithm engineers to update products

Peking University, Knowledge Discovery Lab   Beijing, China
Research Assistant to Associate Professor Wenbin Huang   Apr. 2020 – Present

- Gathered and cleaned students' online behavior data from a self-paced learning system
- Built system for modeling and predicting students' performance through machine learning algorithms

LEADERSHIP AND COMMUNITY ACTIVITIES

Student Union of Peking University   Beijing, China
Journalist & Assistant Editor for PKUSU Official Account   Sept. 2016 – Sept. 2017

- Edited daily newsletter for the Peking University Student Union official WeChat account with 35,000 active followers
- Interviewed subjects from both inside and outside PKU and wrote articles which were published in the official PKU student journal

Department of Information Management, Peking University   Beijing, China
Minister of Public Relations   Sept. 2017 – Sept. 2018

- Liaised with potential sponsors and devised marketing strategies and campaigns for the Student Union
- Organized several large student events, such as the freshman ball which was attended by more than 1000 students

Study-abroad United Network (SUN), Peking University   Beijing, China
Interviewer for the International Week (IWeek) Program   Dec. 2017 – Feb. 2018

- Collaborated with college students from around the world and identified and recruited exceptional students from PKU to be Chinese representatives at the IWeek, an international cultural exchange program
- Held interviews in English for the Ukrainian, British and Hungarian IWeek programs

ADDITIONAL INFORMATION

- Interests: volunteer work (Alibaba Cyber Security for College Leadership Project in Hangzhou, China, 2017; Giant Panda Protection Project in Chengdu, China, 2018); chess and puzzle games; guitar (6 years)
- Computer Skills: Proficient in Python, SQL, Tableau
- Languages: Mandarin (native), English (fluent: IELTS overall 8.0)
- Online Courses: Machine Learning (Stanford University with Coursera Certificate), R Programming (Johns Hopkins University with Coursera Certificate)