JACK LAM

Data Analytics Manager

✉ jack.lam@gmail.com

📱 (437) 555 8888

📍 Toronto, Canada

Certificates

ITIL V4 Foundation
PMP V6

Languages

Cantonese
English
Mandarin
Japanese

Expertise

Data Analytics
Application Support
Solution Design
Project Management

Technical Skills

Java/J2EE, Python
HTML, CSS, JavaScript
SQL, shell script
Oracle, MS SQL, MySQL

Experience

OCT2017-NOW

Data Analytics Manager
Agrifresh
- Devise and manage the data analytic roadmap
- Develop overall data technology strategy to champion shopping experience
- Design data analytic models and manage data pipeline integration
- Providing guidance and analytical support to BU
- Oversee data governance and integrity
- Track the performance KPI on analytics dashboards. Demystify customer insights by examining analytic data, discern and execute on the actionable insights.
- Provide leadership to the team

OCT2015-JUN2017

1.5 years

Business Analyst
Cathay Pacific Airways
- Be a product owner for the website operations of CX agency channel on cxagents.com
- Perform user journey and performance analysis across web and email channel
- Conduct and document business process mapping so as to clarify ambiguities for new business initiatives
- Design analytic data models. Bring in new data source and unlock the hidden value and insights

SEP2014-SEP2015

(1 year)

Web Specialist
HKExpress Airways
- Oversee the daily operation of the company website (hkexpress.com) and booking site (booking.hkexpress.com) to ensure zero downtime especially during promotion period
- Manage, review overall ecommerce platform architecture including the cloud servers, networking and third party systems integration
- Collaborate with teammates and other business units to facilitate the promotion initiatives
- Own the ODS database, conduct diagnostic analytics
- Create and manage the data feeds to 3rd party companies

MAR2012-MAR2014

(2 years)

System Analyst
Hong Kong Tourism Board
- Oversee the daily operation of the B2C web site (www.discoverhongkong.com) to ensure website stability
- Provide application support on internal systems including CMS, Web Analytics, EDM
- Manage service configuration of Oracle database, web servers and CDN
- Work with digital marketing team to collaborate on website revamp and content update
- Vendor management to ensure solution delivery and quality

SEP2010-FEB2012

(1.5 year)

Project Manager
iBusiness Consulting Ltd
- Manage project deliverables by prioritizing, tracking, requirement collection, progress monitoring and deployment.
- Engage and facilitate frequent and regular communications with customers
- Ensure key deliverables are met on time and within budget
- Facilitate setup of pre-sales demo

FEB2010-AUG2010

(0.5 year)

IT Specialist
Bank of China International(Secondment)
- Provide on-going support and maintenance for customer credibility system

- Revamp existing ETL systems
- Provide QA and supervise the offshore development team to ensure software quality and on time delivery
- Prepare test plan, test script and conduct testing

NOV2005-SEP2009 (4 yeas)	Analyst Programmer

Cathay Pacific Airways

- Support and maintain ETL processes and data warehouse for revenue management systems
- Design the data models and impose the data governance
- Support multiple data pipelines creation and delivery
- Provide application support for data analytics tools

AUG2004-AUG2005 (1 year)	Programmer

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JUL2003-JUL2004 (1 year)	Programmer

Zoap Consulting Ltd

Education

JUL2021	Executive Cert. in Big Data and AI Intelligence Marketing

The University Hong Kong (School of Professional and Continuing Education)

MAY2003	BEng in Computer Science

Hong Kong University of Science and Technology