# KAREN P. HONG

📍 4 West 103rd St, Apt. 5B, New York, NY 10025   📞 +1 747-257-5687   ✉ krh397@nyu.edu   🏠 karen-pr-hong.github.io   in karen-pr-hong

## EDUCATION

**NEW YORK UNIVERSITY**                                                                                                   New York, NY

Masters of Science in Management and Systems, Database Technologies Concentration (GPA: 3.8/4.0)                05/2020
*Relevant Course: • Advanced Database • Database Technologies & Web Application*

**NATIONAL TAIPEI UNIVERSITY**                                                                               New Taipei, Taiwan

Bachelors of Business Administration in Finance and Cooperative Management (GPA: 3.6/4.0)                       06/2017

## PROFESSIONAL EXPERIENCE

**APG ASSET MANAGEMENT |** A pension fund manager with ~$500 billion asset under management              New York, NY

ESG Data Analyst Intern                                                                                10/2018 - present

- Bridge the gap between business and IT: write queries in SQL Server, build dashboard on Qlik Sense for business use, and hold demo sessions to non-technical people; the dashboards are used as the prototype of client reports for the largest client, ABP (contributed $450+ billion pension fund)
- Improve SQL query efficiency and decreased the run-time of the dashboards by 75%
- Executed an 8-month global project to ensure APG's environmental, social, and governance (ESG) investment strategy is well embedded in its small-cap, high-yield investments by conducting research and reaching out to current portfolio holding companies, communicating APG's ESG considerations, and analyzing information received from the companies
- Led training sessions to transfer research knowledge from the ESG team to the Fixed Income team so that the credit analysts can carry on the board's investment policy in future investments and meet the board's annual performance target

**IPSOS |** A global market research and consulting company with €1.7 revenue worldwide                    Taipei, Taiwan

Research Executive                                                                                  07/2017 - 03/2018

- Conducted market research for healthcare and pharmaceutical companies, maintained and acquired clients (Nestle, Merck, Novartis, Sanofi, GSK, etc.) with $10K - $250K per sales, and managed up to 10 projects concurrently
- Conducted qualitative interviews and focus groups with healthcare professionals and patients, delivered insights by writing client reports with charts, graphics, and trend analysis, and supported QA session during on-site presentations to clients

**TOKIO MARINE NEWA INSURANCE |** A joint venture of Tokio Marine, a part of the Mitsubishi conglomerate     Taipei, Taiwan

Intern                                                                                             04/2017 - 06/2017

- Decreased operation time by organizing data sets of past 6 years' revenue in MS Excel
- Boosted innovative discussions by sharing Fintech tools and trends on company newsletters

**PINE BRIDGE INVESTMENT & NATIONAL TAIPEI UNIVERSITY CSR CENTER**                                       New Taipei, Taiwan

Research Assistant                                                                                  02/2016 – 08/2016

- Researched annual reports, Corporate Social Responsibility (CSR) reports, information platform of Taipei Exchange with proprietary performance matrix; results used to establish the first Taiwan CSR index (also called ESG index) in 2016.

## PROJECTS

**DATA ANALYSIS FOR KICKSTARTER**                                                                        03/2019 – 05/2019

- Analyzed the trend of success projects on Kickstarter, using Oracle SQL Developer, Python, and Tableau

**CORPORATE SOCIAL RESPONSIBILITY (CSR) ACADEMIC PROGRAM CAPTAIN**                                        03/2016 – 09/2016

- Led 20 students in an university exchange program with Waseda University (Japan)  and facilitated administration

**2016 CFA RESEARCH CHALLENGE** (competition held by CFA Institute)                                       10/2015 - 02/2016

- Performed business analysis and forecasted stock value of a target company; presented results and a panel Q&A session

## CERTIFIED ONLINE COURSES

 • The Analytics Edge by Massachusetts Institute of Technology (2019) • Machine Learning by Stanford University (2018) • Introduction to Computational Thinking and Data Science by Massachusetts Institute of Technology (2018)

## SKILLS

• SQL • Python • Matlab • R • Tableau • Qlik Sense • MS Excel • MS Access • Fluent in both English and Mandarin Chinese