KAREN HONG

Data Analyst

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🔗 karen-pr-hong.github.io

EXPERIENCE

Data Specialist

APG Asset Management

📅 June 2020 – Present   📍 New York, NY

- Provide data solutions to ensure our clients' ambition of positive impact on climate change, social responsibility, and sustainability is well embedded in investment strategies and ensure our investment data is structured in a way that can be monitored internally and can generate reportable outcomes externally to keep up with the fast-changing European Union regulations on green investment disclosures
- Create interactive dashboards for investment policy implementation and as client report prototype by using Python and Alteryx for data preparation and Qlik Sense for dynamic visualization
- Facilitate the organization's strategic digitization initiative by engaging with a wide range of stakeholders, including investment teams from both public and private market, fiduciary management team, risk management team, data management team, and the IT agile team, to set business objectives, re-evaluate current workflows, and communicate with system engineers for long term data infrastructure changes and better in-house solutions
- Oversee the Machine Learning project by Columbia University Masters of Business Analytics students as part of our broader research project on human capital management in the automobile sector

Intern

APG Asset Management

📅 October 2018 – May 2020   📍 New York, NY

- 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. click to see company published article
- Led training sessions to transfer research knowledge from the Responsible Investment 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

Research Executive

Ipsos

📅 July 2017 – March 2018   📍 Taipei, Taiwan

- Conducted market research for healthcare and pharmaceutical companies, maintained and acquired clients (Nestle, Merck, Novartis, Sanofi, GSK, etc.) with $3K - $10K 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

EDUCATION

Masters of Science in Management and Systems

New York University

📅 2018 – 2020   📍 New York, NY

Bachelors of Business Administration in Finance and Cooperative Management

National Taipei University

📅 2013 – 2017   📍 Taipei, Taiwan

SKILLS

Python   SQL   Matlab   R   Qlik Sense   Tableau   Alteryx   MS Excel

CERTIFICATIONS

Improving Deep Neural Networks: Hyperparameter tuning, Regularization and Optimization

deeplearning.ai

📅 May 2020

Neural Networks and Deep Learning

deeplearning.ai

📅 February 2020

The Analytics Edge

MITx on edX

📅 May 2019

Relational Algebra

Stanford University | Online

📅 Janurary 2019

Machine Learning

Stanford University | Online

📅 July 2018

PROJECTS

- Data Exploration and Machine Learning with Python. click here
- Python promotional email strategy analysis. click here
- Computer Lab work for Andre Fortino's Textbook. click here