

CHIA KOK CHEAN

Data Scientist | Digital Marketing Entrepreneur

+60172612339 kokcheanchia@gmail.com Penang Malaysia

About Me

Experienced data scientist with a strong background in digital marketing business, entrepreneurship and cross-functional collaboration. Experienced in business processes and social marketing. Seeking to apply my expertise to the role of Product Analyst at 4E Exchange Singapore.

Education

Karlsruhe Institute of Technology
2018-2021
MS, Chemical and Process Engineering

Heilbronn University
2014-2017
B.Eng, Environmental and Process Engineering

Relevant Skill

Digital & Social Marketing
Market Research, UX Desgin
Competitor Analysis
Business Development
Stakeholder Management
Data Analysis & Statistical Modeling
Machine Learning
Project Management
Campaign Strategy

Relevant Tech Stack

Microsoft Office Suite
(Word, Excel, Outlook, PowerPoint)
Google Suites
Power BI (Visualization Tool)
Facebook
Google analytics & Meta business suite
SQL
Python & ML Packages
Jupyter, Google Colab

Referees

Available upon request.

Overall Comment:

- Committed to Project Success
- High Adaptability

Relevant Experience

Cofounder 2021-Present

LMMJ Global Enterprise, Malaysia

- Demonstrated strong leadership and **team management** skills by co-founding and successfully managing a social commerce company (Healthcare beauty products), achieving monthly revenues ranging from RM30,000 to RM40,000 each products.
- Ads Campaigns Management, A/B Testing** and Customer Segmentation.
- Conducted in-depth competitor analysis**, evaluating marketing strategies, product portfolios, pricing strategy and market positioning of industry rivals.
- Leveraged customer service data to enhance customer experience**, resulting in **increased retention time and upselling opportunities**.
- Fostered inclusivity in the workplace** by setting clear **KPIs**, **implementing a flat management style**, and ensuring that everyone's voices are heard. Implemented lean management and process automation
- Collaborated with OEMs and external laboratories to ensure product quality remains in line**, effectively mitigating the risk of quality defects.

Founder 2022-2023

CKC Biotechnology Enterprise, Malaysia

- Proactively **monitored operations, identifying bottlenecks, and addressing challenges** to consistently improve yield and optimize grow bag production.
- Established strategic partnerships with government bodies** to promote mushroom farming in marginalized rural areas, contributing to local economic development. **Coordinated training programs**.
- Strategic supply sourcing (Stability in price, availability)**

Data Scientist ESG 2021

BMW Group , Germany

Pinpoint emission hotspots and give advice on the required measures to reduce carbon footprints. (Successful Project Completion in 6 months)

- Cross-Functional Collaboration:** Panel Reviews, Key Data Collection, Data Wrangling and Predictive Model Validation.
- Data Visualization:** Transformed data into valuable insights (emission hotspots & process units), validating models reliability and limitations.
- Scenario Analysis for Environmental Impact:** Conducted scenario analysis to assess ECMs' environmental impact for informed decision-making. (Evaluation and Recommendation)
- Statistical model to identify used engine oil formulations, preventing false claims of engine failures due to the use of unauthorized formulations. (PCA, CDA Modeling) (Experience At Porsche AG)**