

KOO Ming Kin

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EDUCATION

MIT - Massachusetts Institute of Technology (QS#1, 2021)

2021-2022

Course of Financial Accounting (Part-time Course, US Remote)

The Hong Kong Polytechnic University

Graduated 2018

BA (Hons) in Fashion and Textiles Marketing (Business & Engineering), GPA 3.91/4.0 (Top 1%), First Class Honours

Course: Business Analytics (A)

PROJECT

Citibank Asia - Global Consumer Banking Remote Intern Programme Leader May – Sep 2021

- **Segmentation and Ideation:** Conduct market research and competitive analysis for the new products' recommendation.
- **Products campaign:** Present the new product idea to senior leadership as well as other key stakeholders within 2 minutes video.
- **Performance Analysis and Insights:** Use data analysis tools to track the performance of a product in the division and to derive the key trends of customer base, including monthly revenue and the most potential markets.
- **Campaign Planning:** Plan a campaign which will create awareness of proposed new product, improve uptake, and stop clients from leaving (Acquisition, Activation and Retention).

HSBC Global Banking & Markets Intern Programme Leader Jan – May 2021

- **Identify M&A targets for offshore expansion:** Defining the strategic rationale for M&A and filtering targets and made different criteria to filter the list of potential targets, the preferred target and how it specifically satisfies the criteria.
- **Debt market:** Analysing transaction data to develop a summary of debt capital markets (DCM) activity by prepared an proposal about EUR monthly issuance volumes, GBP monthly issuance volumes, issuance by ratings and issuance by tenor.
- **Trading opportunity:** Propose trade planning by performing analysis (Such as, Linear Regression and Historical volatility)
- **Trade process:** Create a flow chart for an improved trade process by reviewing the trade processes.

KPMG Consulting Analytics Project (US) Leader July – Dec 2020

- **Data analysis:** Assessment of the data quality and completeness in preparation for analysis by Excel and Power BI.
- **Financial analyst:** Forecast future revenues and expenditures to establish cost structures and determine capital budgeting.
- **Client assessment:** Analyze the client's data and review the potential matters in order to assist organisations to improve risk management and internal controls
- **Report preparation:** Present data-driven recommendations to the finance team and prepare analysis packets.

Investment Banking Allied Internship Programme (UK) Leader April - July 2020

- **Top conferences:** Participate sharing sessions with directors from top companies, including HSBC UK, J.P. Morgan, Google, etc.
- **Market Assessment:** Analysed and the profit data and market share of similar competitors such as Wizz Air and Airbaltic.
- **Financial Analyst:** Analyze British Airways market data and competitors' financial data (i.e. Earnings, EBITD, Net profits).
- **Compliance services:** Review the proposed strategies, identify and evaluating the fraudulent activities risk of company.

EXPERIENCE

Laboratory For Artificial Intelligence - PolyU Project Research Assistant 2020 Jan - Current

- **Project Management:** Coordinate internal resources and third parties for the flawless execution of multiple projects.
- **Market analysis:** Use qualitative method to investigate the global advanced technology, key market trends, potential development opportunities and competitor analysis.
- **Data Analysis:** Find out the insight information by using Python to acquire, clean, transfer and analyse the data model.
- **Product development:** Based on the market research, planning and developing a AI Fashion products to the target market.

Extra-Curricular Activities

Health Emergencies Programme, World Health Organization (WHO)	2020
Perspectives on Recovery from COVID-19, Harvard University	2020
Guinness World Records - The Largest Calligraphy event, Guinness World Records Hong Kong	2018
Jordan Road Government Primary School (Tutoring Volunteer)	2018
International Volunteer (Malaysia), YMCA of Hong Kong	2016

Award

Dean's list (Four Consecutive Years), HK Woollen & Synthetic Knitting Manufacturers' Association Scholarship 16-18

Others:

Club of Institute for Entrepreneurship, PolyU, Business and Finance member Sep 2017 – Jan 2018

Skills: Ms Office, Excel (i.e. Vlookup/ Pivot Table) & Power point (Advance), learning SQL, Python and R language.

Language: English (Fluent), Mandarin (Native), Cantonese (Native)