

Moris Wu (Mao-Hua Wu)

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EDUCATION

University of California, Riverside

Master of Business Analytics (Admission Scholarship Recipient)

- **Leadership Role:** Vice President of Taiwanese Graduate Student Association

Riverside, CA

Sep 2023 – Dec 2024

National Chiao Tung University

Bachelor of Business Administration in Management Science

Double major in Bachelor of Science in Computer Science

- **Leadership Role:** Marketing Head of Model United Nations; Marketing Head of Student Association

Hsinchu, Taiwan

Sep 2018 – Jun 2022

PROFESSIONAL & PROJECT EXPERIENCE

Automating and Visualizing Marketing Analytics, UCR Data Team

Data Analyst

Riverside, CA

Mar 2024 – Jul 2024

- Developed and automated data pipelines using Google Cloud Dataflow to extract, transform, and load (ETL) marketing data from various sources, improving data accuracy and reliability by 10%
- Built and optimized BigQuery data models using SQL for efficient extraction and reporting of key marketing metrics, saving over 30% in monthly processing time
- Collaborated with stakeholders to define requirements, document workflows, and deliver user training, ensuring data-driven decision-making and future scalability.

Virtual KPMG AU Data Analytics Job Simulation on Forage, KPMG

Data Analyst

Riverside, CA

Oct 2023 – Nov 2023

- Merged and cleaned data for over 10,000 customer entries from 3 different sources using Pandas in Python, achieving a 20% improvement in data integrity through detailed reformatting and error resolution
- Conducted exploratory data analysis using the Pandas library to uncover key insights, identifying the top three factors influencing target customer profiles
- Developed interactive Tableau dashboards to visualize customer segmentation, increasing engagement and enabling targeted marketing strategies for segmented customer groups

WORKING EXPERIENCE

UC, Riverside

Teaching Assistant

Riverside, CA

Jan 2024 – Jul 2024

- Supported 100+ undergraduate students by simplifying complex statistical concepts, including probability, regression analysis, and hypothesis testing, contributing to a 40% improvement in class performance for struggling students
- Graded and provided detailed feedback on over 200 assignments and exams, reducing turnaround time by 30%

MediaTek (Biggest IC Design Company in Taiwan)

Financial Analyst Intern

Hsinchu, Taiwan

Jun 2019 – Sep 2019

- Analyzed monthly financial performance reports for 3 internal departments, identifying cost-saving opportunities that led to a 12% reduction in overhead expenses.
- Created financial models, and contributed findings to management to support initiatives for internal customers

Dream town (business incubator in China)

Market Researcher

Zhejiang, China

Jun 2018 – Sep 2018

- Collect and analyse market data and present findings in a weekly report for upper management
- Created 3 comprehensive market research reports, driving 20% of strategic decision-making across various product lines

SKILLS AND ADDITIONAL INFORMATION

- **Languages:** Native in Mandarin Chinese, Fluent in English (TOEFL: 100/120)
- **Tech Skills:** Microsoft Office (Skilled in Excel, PowerPoint, and Word), Google sheet, SQL, R (Skilled in dplyr, lubridate, ggplot2, caret), Python (Skilled in Pandas, NumPy, Scikit-learn, PyTorch, TensorFlow), C++, Android studio, Linux, Docker
- **Certificates:** Google Data Analytics, SQL for Data Analytics (LinkedIn Learning)