MARCELLA

marcellacung@gmail.com | www.linkedin.com/in/marcella-cung

DATA SCIENCE STUDENT

Motivated and multilingual undergraduate student majoring in Data Science and Big Data Technology at Shantou University. Passionate about applying data-driven thinking, communication, and creativity across academic, social, and digital platforms. Awarded multiple scholarships for academic excellence and active involvement in competitions and international organizations.

EDUCATION

Data Science and Big Data Technology | Shantou University   **Sep 2023 - present**
- 2023 Shantou University Type C Scholarship Awardee
- 2024 Guangdong Province Scholarship Awardee
- Data visualization
- Coding: C, JAVA, R
- 1st Place Winner 第十一届岭南杯"守正创新"英语写作技能大赛 (Shantou University Campus Selection)

PROJECTS

Student Consultant | Halodoc (StudentsCatalyst Batch 5 IdeAct)   **Jan - Apr 2025**

Business Analysis, Critical Thinking, Consulting, Team Collaboration, Presentation
- Collaborated with a team of 4 to solve a real-world business case for Halodoc.
- Conducted user research and proposed strategic improvements to service delivery.
- Presented recommendations in a consultant-style simulation, successfully solving the case.

Bilibili Video Data Scraper and Analysis | Shantou University   **Jan 2025**

Python, Web Scraping, NLP, Data Visualization
- Built a Python scraper to collect video titles and uploader info from Bilibili.
- Analyzed title text using jieba, visualized keywords with wordcloud.
- Ensured data accuracy, handled API limits and network errors.
- Presented insights through reports and slides, highlighting content trends.

WORK EXPERIENCE

Online Tutor | Lucky Mandarin English   **Jul 2024 - present**
- Teaching Chinese and English
- Design and provide teaching materials for students
- Teach more than 50 students, from beginner to intermediate levels

Student Assistant | Shantou University   **Nov 2024 - present**
- Assist in the administrative affairs of the International College, such as processing basic documentation, filing financial reimbursement procedures, etc;
- Assist in the teaching of the international College, such as compiling and organizing student academic information
- Complete other tasks assigned by the office

ORGANIZATIONAL AND COMITTEE EXPERIENCE

Impact Officer | ASEAN Youth Organization Indonesia   **Apr 2025 - present**
- Works closely with program teams within the Country Chapter to integrate M&E activities into program design, implementation, and monitoring.
- Develops and maintains a Theory of Change for assigned AYO Country Chapter programs and activities, ensuring alignment with the overall AYO strategic direction.
- Conducts regular data quality checks and ensures data integrity throughout the M&E process.
- Prepares M&E reports for internal and external stakeholders, including progress reports and program evaluations.
- Collaborates with the Impact Manager to analyze program data and identify key findings to inform program improvement.
- Supports the Impact Manager in representing AYO at relevant M&E events within the CountryChapter.

Social Media Cohort | ASEAN Youth Organization Academy   **Jan 2025 - present**
- Create the content and caption (LinkedIn and Instagram) for an information post or a marketing post a week. (rotational)
- Create the content for 1 Instagram Story a week
- Research on content ideas for both reels and posts and suggest them.
- Communicate with Graphic Designer and Videographer to execute the post/reel content.

Event Department | PPI Edufest 2025   **Dec 2024 - present**
- Designed event concepts and flow, including the theme, agenda, and other creative ideas.
- Developed a detailed and well-structured event rundown.
- Managed speakers, including scheduling, briefing, and handling their technical requirements.
- Ensured smooth event execution and resolved technical issues during the event.
- Collaborated with other divisions, such as Liaison Officers and Public Relations, to fulfill all event needs.

LANGUAGE

- Chinese: HSK 4 (259/300)
- English: Professional working proficiency
- Indonesian: Native Language