Hoi Yuk (Jacob) Chui

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EDUCATION

The University of Chicago Chicago, IL
Bachelor of Science in Economics and Data Science Expected June 2025
GPA: 3.6/4.0 | Relevant Coursework: Financial Accounting, Corporate Finance, Linear Algebra, Investments, Econometrics, Machine Learning, Models in Data Science, Data Engineering, Big Data in Business

The Hotchkiss School Lakeville, CT
GPA: 11.0/12.0 | SAT: 1560 | Three-time Honor Roll Sep 2018 - June 2021

PROFESSIONAL EXPERIENCE

CharacTour.ai Chicago, IL
Data Science and AI Intern June 2024-September 2024

- Trained and fine-tuned a Transformer ML model on AWS SageMaker for CharacTour.ai's strategic partnership with PepsiCo's Starry campaign, leveraging the Hugging Face Transformers library and spaCy tokenization to predict 46 personality traits with over 85% accuracy; developed automated endpoints with Meta's Llama3, generating 300+ personalized messaging themes and keywords, significantly enhancing campaign relevance and engagement
- Built robust data pipelines using the Google API to extract social-media video transcripts, applied custom NLP preprocessing in Python (spaCy, NLTK), and organized features in pandas for downstream modeling
- Conducted advanced correlation and segment-analysis by training neural networks, decision trees, and random forests in scikit-learn to link predicted traits with engagement metrics, identifying high-value demographic clusters

University of Chicago, Booth School of Business Chicago, IL
Research Assistant June 2023-Present

- Conducted comprehensive speech analytics on U.S. politicians using RStudio—employing packages such as tidytext, sentimentr, and quanteda to clean and tokenize text, perform sentiment and topic modeling, and extract key behavioral signals; Scraped and extracted posts from over 2,200 social media accounts on X using Google API
- Designed and maintained reproducible R scripts to visualize engagement patterns and communication styles, delivering data-driven insights that accelerated the Booth research team's analysis timeline by 3 months
- Ran 130 studies for the Booth School of Business studying behavioral patterns during conversations, liaised between researchers and participants to assess study results, implemented improvements to data collection methods

MC Horizon New York, NY
Business Strategy Consulting Intern September 2023-March 2024

- Project managed an economic forum titled "*Shaping the Global Future: Integrating Global Economic Development, Health, Technology, and ESG*", featuring panel discussions led by distinguished guests including Jeffrey Sachs, Scott Rozelle, and Wang Yi. Drafted sponsorship packages and pitch decks for prospective business partners in New York
- Provided customized solutions to businesses in New York to drive growth and improve efficiency for business partners and financing teams. Presented to clients within the financial services/law sector in New York

LEADERSHIP & ACTIVITIES

UChicago Club Golf Team | Co-Founder & Treasurer Sep 2021-Present

- Played 1st seed throughout 2021-2022, 2022-2023 seasons, led team to best historical tournament finish (Podium)

Lambda Phi Epsilon Fraternity | Treasurer, Service Chair Nov 2023-Present

- Spearheaded a $2.6 M acquisition of a new fraternity house by coordinating negotiations between alumni donors and housing agents, drafting comprehensive pitch decks for property evaluations, and budgeting renovation costs
- Managed the fraternity's annual budget and financial records in Excel, allocating funds for brotherhood events, tracking revenues and expenses, and producing monthly variance reports to ensure fiscal accountability

UChicago Data Science Society | Data Analyst Sep 2022-Present

- Leveraged Python in complex data projects that tackle social issues such as victimization and social privilege

UChicago University Symphony Orchestra | First Chair Trombone Sep 2021-Present

SKILLS

- **Computer:** Python, R, Java, SQL, API, Microsoft Office (Excel, PowerPoint, Word, OneDrive)
- **Languages:** Native in Mandarin Chinese and English, Business Proficient in Spanish, Conversational in Cantonese
- **Interests:** Scratch Golfer, Professionally Licensed Go-Kart Driver, Trading, Poker, Classical Music Performance