

Hoi Yuk (Jacob) Chui

jacobchui@uchicago.edu | (360)213-9908 | 1330 E 53rd Street, Apartment 1010 | Chicago, IL 60615

EDUCATION

The University of Chicago

Chicago, IL

Bachelor of Science in Economics and Data Science, Major GPA: 3.5

Expected June 2025

Relevant Coursework: Financial Accounting, Corporate Finance, Investments: From Economics to Finance, Econometrics, Machine Learning, Models in Data Science, Mathematical Methods for Economic Analysis

PROFESSIONAL EXPERIENCE

CharacTour.ai

Chicago, IL

Data Science and AI Intern

June 2024-Present

- Leveraged Google API to extract video files and URLs from social media sites; developed code in Python to generate video transcripts.
- Analyzed correlations between video content and personality traits of targeted demographics by utilizing models such as Neural Networks, Decision Trees, and Random Forest.
- Designed new marketing campaigns PepsiCo's marketing initiative to launch new product, Starry; Generated new themes that appeal to Starry's targeted consumer groups.
- Built generative AI technology (Meta's Llama3) based on data gathered to identify unique themes and keywords that resonate with more than 300 distinct personality types and design messages that appeal to each personality.

University of Chicago, Booth School of Business

Chicago, IL

Research Assistant

June 2023-Present

- Examined behavioral traits and patterns of U.S. politicians by performing speech analytics on their social media posts and activities using R studio.
- Leveraged Google API to scrape information from Twitter/X and Facebook; Cleaned ~2,200 social media account data utilizing R; Organized data into Excel sheets for analysis; Expedited research progress by 3 months.
- Ran 130 studies for the Booth School of Business studying behavioral patterns within conversations; Liaised between researchers and study participants to assess study results.

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.
- Provided customized solutions to businesses in New York to drive growth and improve efficiency for business partners and financing team.
- Produced sponsorship packages and pitch decks and presented to prospective business partners such as insurance providers, law offices, and firms within the financial services sector in New York.

LEADERSHIP & ACTIVITIES

UChicago Club Golf Team | Treasurer

Sep 2021 – Present

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

UChicago Data Science Society | Data Analyst

Sep 2022 – Present

- Leveraged Python in complex data projects that tackle social issues such as victimization and sexual assault.

SKILLS

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