

THOMAS KUO

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EDUCATION

The University of Texas at Austin	Bachelor of Business Administration, Canfield Business Honors & Management Information Systems Certificate: Elements of Computing Overall GPA: 4.00	May 2024
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EXPERIENCE

Pop Social – *Product Data Intern*; Austin, TX September 2021 - Present

- Design and implement A/B experiments to determine optimal notification formatting and time sent
- Conduct customer interviews and present findings with engineers and designers to better improve user experience
- Leverage data provided by Amplitude and MongoDB to analyze, segment, and hypothesize user behavior

Campus Crates – *Entrepreneurship Intern*; Austin, TX February 2021 - Present

- Train and lead a team of workers to pick up, store, and deliver items to satisfy customer needs
- Develop and propose key projects including a referral program that leverages existing customer base to increase sales
- Collaborate with management to lead sales and marketing activities to increase brand awareness
- Manage business development, customer service relations, and logistics to provide high quality service
- Establish relationships with apartment complexes in West Campus by pitching the benefits of a partnership to managers

CoMedia Marketing and Consulting – *Business Analytics Analyst*; Plano, TX May 2021 – August 2021

- Coordinate with clients to develop the overall look and design of their website using HTML and CSS
- Implement best practice SEO and PPC to client's websites to generate higher page rankings on the SERP
- Leverage data provided by Ahrefs, SEMrush, and Google Analytics to optimize websites and direct marketing strategy

LEADERSHIP EXPERIENCE AND ACTIVITIES

Asian Business Students Association – *Internal Director* Fall 2021- Present

- Coordinate 2-3 social events per month for over 150+ students to enhance membership experience and retention rates
- Spearhead intramural teams during IM season to facilitate teambuilding and creating a family-feel in a large organization

Texas Business Law Association (TBLA) – *Leadership Board Chair* Fall 2020 - Present

- Collaborate with members of the leadership board to make executive decisions and lead the club in the right direction
- Develop curriculum to present to club members during meetings without guest speakers to enrich their knowledge
- Design promotional materials, emails, and other graphics using Canva in print and digital mediums to attract new members

Epic Movement – *Active Member* Fall 2020 - Present

- Plan, organize, and facilitate team building activities to help members grow closer with each other in faith
- Serve as master of ceremonies for multiple events throughout the year to maintain audience engagement

HONORS

• U.S. EPA 6th Chapter Exemplary Achievement in Environmental Protection	Spring 2018
• Eagle Scout	Fall 2018
• University Honors	Fall 2020
• Expedition EY Leadership Program	Spring 2021
• BP STEP Program	Spring 2021

ADDITIONAL INFORMATION

Computer Skills: Python, SQL, R, Canva, Microsoft Excel, Microsoft Office, Microsoft PowerPoint, Power BI

Certifications: Google Analytics Individual Qualification

Interests: Backpacking, Swimming, Weightlifting, Basketball, Spikeball

Languages: Conversational Mandarin

Work Eligibility: Eligible to work in the U.S. with no restrictions