

## EXPERIENCE

**Manulife**

Senior Data Science  
Engineer

2022 - Present

Data Science Engineer

2020 - 2022

Associate Data Science  
Engineer

2019 - 2020

Implemented a linear regression model to rank and prioritize client engagement. Also assisted in creating a client retention tool that predicts risk of churn in the next 6 months

Worked closely with business partners to influence and change customer digital behaviours. This involved analyzing large amount of data to understand customer behaviours and translate them to business opportunities

Built and automated a customer onboarding journey to drive web registration and mobile app awareness; This has become one of the most successful ongoing digital initiatives

Created multiple dashboard using Tableau and PowerBI for various business units; this allowed business partners to access data in a way that wasn't possible previously

**TD Canada**

Business Intelligence  
Developer

2017 - 2019

Implemented and maintained various reporting solutions; this involved data manipulation across various sources, creating ETL pipeline and building reports

Assisted business partners in data cleaning, analysis and using these insights to optimize business processes and improve performance

**LoyaltyOne**

Insights Analytics  
Co-op

2016 - 2016

Generated insights and uncovered new marketing opportunities. Worked closely with marketing managers to measure and predict email campaign effectiveness.

Created a self-serve target market estimation tool that allowed users to generate target market size on demand. This tool not only freed up time for data analysts but also gave marketing manager more flexibility in selecting their target

## SKILLS

**Programming**

Python, SQL

**Other**

Tableau, PowerBI

## EDUCATION

**University of Waterloo**

Bachelor of Mathematics

Math & Business, Minor in Computer Science

**City University of  
Hong Kong**

Exchange Semester