

Chengyi (Cocoon) Cao

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2024 SUMMER INTERNSHIP

Strategic and consultative candidate leveraging project management and data analysis to solve business pain points. 4 years in data-driven management for more than 6 publicly traded corporations and clients across 8 industries.

Skills: Prompt Training, AI Applications, SQL, Python, R

Software: Excel, PowerPoint, Jira, Trello, Stable Diffusion, Tableau, Power BI, Hadoop, Photoshop

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

MS in Business Analytics (MSBA, STEM OPT)

9/2023-12/2024 (Expected)

- Data Management, Competitive Analytics, Operations Analytics, Machine Learning, Optimization
- UCLA Anderson Merit Fellowship

CITY UNIVERSITY OF HONG KONG

Hong Kong

BBA in Business Analysis

9/2015-7/2020

- CGPA: 3.77 (First Class Honors); Dean's List; University Scholarship
- Project: E-commerce Data Mining for Olist (*Brazil's largest e-commerce platform*) (2019)
 - Improved potential sales for Olist by conducting Customer Segmentation, Product Classification, and Predictive Analysis on 100k+ real orders using data mining methodologies
 - Led a team of five in winning second place in SAS Data Mining Challenge

PROFESSIONAL EXPERIENCE

THINKCOL TRANSFORM LIMITED (*leading AI consulting firm in Hong Kong*)

Hong Kong

Project Manager (Business Development)

8/2022-8/2023

- Streamlined workflows and trained prompts for 8 AI image use cases using Stable Diffusion to develop a generative AI SaaS and address clients' needs
- Managed a team of 5 data scientists and UI/UX designer in building an AI stock planning system for 800+ stores
- Organized a data- and technology-driven hackathon of 130+ participants, led ad campaign execution, and promoted client's AI transformation initiatives and talent recruiting
- Attained 4 clients through strategic client engagement, including lead outreach, in-depth need assessment, creation of proposals and Letters of Engagement

CITY UNIVERSITY OF HONG KONG, DEPARTMENT OF MANAGEMENT SCIENCES

Hong Kong

Teaching Assistant (Program Manager)

8/2020-7/2022

- Delivered Business Analysis workshops and tutorial courses (Statistics, Spreadsheet Modeling, SAS, R) to 600+ students, and assisted 7+ professors in tasks such as course preparation and grading
- Administrated master's and bachelor's programs in admission, organizing promotional events, handling student affairs, and managing program websites

COPYTRACK GMBH

Berlin, Germany

Marketing Research & Analysis Intern

6/2019-9/2019

- Interpreted social media data and increased ROI by 42% within two months by optimizing marketing campaigns
- Spearheaded user analysis for revamping payment system and boosted conversion rate by 60%
- Initiated revenue forecasting project and improved decision-making on technology investments

BURBERRY ASIA LIMITED

Hong Kong

Customer Insights Intern

6/2018-5/2019

- Increased retention rate through 2 in-depth analyses on key performance drivers and customer behavior
- Enhanced experiences and elevated sales by designing customer engagement data dashboards using Tableau
- Developed tools including (i) code library and (ii) database encyclopedia of 8 schemas and 24+ tables and enabled knowledge transfer within Customer Insights, Engagement, and IT department

ADDITIONAL INFORMATION

Languages: English, Mandarin, Cantonese

Soft Skills: Client Communication, Cross Team Collaboration, Strategic Planning

Certificates: Datacamp Intermediate Python (2021) | Datacamp Intermediate R (2021)

Interests: Upcycling, Video Editing, Badminton, Boxing, Golf, Ping-pong, Squash, Surfing, Swimming