

LEO HUNG

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SKILLS HIGHLIGHTS

Web Analytics: Google Analytics, Adobe Analytics, Google Data Studio, PowerBI, Tableau, Microsoft Excel, Visio

Programming Tools: Python, R, Java, C, SQL, HTML, CSS, Javascript, VBA

EDUCATION

University Of Toronto

Toronto, ON

Honors Bachelor of Science - Computer Science, Statistics & Quantitative Finance (2022)

- **Awards:** UofT Dean's List (2019), UofT Computer Science Entrance Scholarship (2018), Wind Ensemble Scholarship (2018)
 - **Certifications:** SAFe Product Owner/Product Manager (2022), Google Data Analytics (2020), Google Data Studio (2020)
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PROFESSIONAL EXPERIENCES

Process Automation Analyst | Jira, Excel, Process Mapping

October 2023 - Present

Mimica AI

Toronto, ON

- Reviewed and validated the outputs of Mimica's AI and Machine Learning algorithms for clients across different industries
- Assessed process map's quality and readiness for release using checklists, documentation and consolidate with Mimica tools
- Provided process improvement recommendations to clients & helped organizations increase efficiency and reduce cost

Teaching Assistant/ FSG Leader - Linear Algebra I

January 2023 - April 2024

University of Toronto

Toronto, ON

- Developed Linear Algebra study materials for **240 students** and assist them utilizing different learning techniques
- Collaborated with Professor Parker Glynn-Adey to create test preps with lectures & past exams to yield higher learning results

Project Control Officer | Python, SQL, Excel

September 2022 - May 2023

CGI Inc.

Toronto, ON

- Developed automation program using **Python** in Jupyter Notebook for Financial Reporting and increased workflow by 90%
- Built reports in **Microsoft Excel** to track KPIs on 100s of project plans, financials, change requests, deliverables, risk & issues
- Collaborated with PMs in an agile manner with cross-functional team iterations, participated in 100% of mandate meetings
- Worked with over \$10MM of projects from clients and managed creation, workflow, resources, and project management tasks

Co-Founder | Uphex, Zapier, LeadConnector, Twilio

November 2021 - September 2023

H2 Systems Real Estate Marketing (www.h2systems.co)

Toronto, ON

- Created a no-code marketing and CRM software company that helped over 20 real estate and home service professionals
- Integrated end-to-end marketing functions such as MSTB, web & funnel builder, Email & SMS automation, and more
- Helped average user decrease cost of client acquisition by **65%** with average CPL of 5.6 dollars from the average of 12 dollars

Business Operations Intern - Process Improvement | Excel, Tableau, Airtable, Shopify

May 2020 - August 2020

Wina World BioTechnology (www.puppypro.com.tw)

Taichung, Taiwan

- Developed e-commerce website in **Shopify** to digital transform the company and to restructure sales verticals to online sales
- Conducted market research on residential pet products; created engaging **Facebook ad** copies to increase site traffic by 200%

Digital Product Analyst Co-op | Google Analytics, Adobe Analytics, Power BI, Tableau, R

January 2020 - April 2020

CIBC

Toronto, ON

- Identified trends & insights on CIBC Digital products, helped contextual retarget ad copies to increase conversion rate by 12%
 - Developed optimization strategies in **R** to minimize data analysis run time by 20% for comparative banking products
 - Served as CIBC ambassador at a 300 students University of Toronto networking event to promote CIBC products & careers
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EXTRACURRICULAR

Admissions Consultant

February 2020 - June 2021

University of Toronto Admissions Office

Toronto, ON

- Consulted newly admitted students on program choices & gave insights to accommodate the inquiries on campus experience