

LEO HUNG

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EDUCATION

University of Toronto

Honours Bachelor of Science -
Statistics & Quantitative Finance
Sept 2018 - June 2023 | Toronto, ON

QUALIFICATION PROFILE

TECHNICAL SKILLS

R • Python • C

HTML • CSS • JavaScript

SQL • Java • Flask • VBA

Microsoft Office(Excel, Word)

WEB ANALYTICS

- Google Analytics
- Adobe Analytics
- Google Data Studio
- PowerBI & Tableau

TRANSFERABLE SKILLS

- Analytical & Problem Solving
- Dynamic Communication
- Collaboration & Teamwork
- Fast Learner & Organization

RELEVANT CONCEPTS

- Financial Derivatives
- Optimization & LP
- Software Design
- Project Management

ACCOMPLISHMENTS

- 2019 University of Toronto
2019 Dean's List
- 2018 University of Toronto
Computer Science Entrance
Scholarship (\$2000)
- 2018 Magee Secondary School
Orchestra Section Leader
Scholarship (\$500)

PROFESSIONAL EXPERIENCE

CGI

Project Control Officer - Global Operations

Toronto, ON
Sept 2022 - Dec 2022

- Support the Global Technology Operations team on tracking and reporting KPIs such as project plans, financials, change requests, deliverables, risk and issues
- Assist in design & development of new and ad hoc reports and templates
- Ensure data accuracy with project financials, compare actual and forecast metrics

H2 Media

Founder

Toronto, ON
Nov 2021 - Present

- Created a boutique media company that specializes in result based social media advertising for real estate, home improvement and development businesses
- Developed different ad strategies to optimize ad spend and conversion rate for Facebook Lead ads as well as drip campaigns in Email Marketing
- Helped 2 real estate agents increase lead conversion rate by **18%** through improved email marketing campaigns

Wina World BioTechnology

Operations & Strategy Intern

Taichung, Taiwan
May 2020 - Aug 2020

- Designed reference web concepts using basic web development in **HTML**, **CSS** and **JavaScript** to restructure company website and to convert sales to digitalized service
- Developed an alternative website in **Shopify** to implement secure checkout and to further the digital transformation for the company.
- Conducted market research with **AirTable** on comparative matrix values for **40** growing and meat type poultry at various dose levels and identified target audience for new product line

CIBC

Digital Commerce Analyst

Toronto, ON
Jan 2020 - April 2020

- Identified trends and insights on CIBC Digital performance on banking product
- Better contextual retargeted site pages, increased conversion rate by **4%**
- Designed dashboards on banking products and performance on **Google Data Studio** and **Adobe Analytics** to improve and aggregate communication between teams
- Developed optimization strategies in **R** to minimize data analysis run time by **20%**
- Served as CIBC brand ambassador and spoke to over **400 students** at the University of Toronto and Ryerson networking event to promote CIBC products and careers

EXTRACURRICULARS

UofT Admission Experience Consultant

Feb 2020 - June 2021

- Consulted newly admitted students on program choices and gave insights to accommodate their inquiries about student and campus experience
- Mentored **30+ individuals** per month and shared relevant experiences and obstacles to better their transition from High School to Post Secondary

Portfolio Optimization Project

April 2021 - Dec 2021

- Created a program with **yahoo finance** data that maximizes the expected simple return of my investment portfolio using **Python** with Jupyter Notebook
- Utilized the **PyPortfolioOpt** package to obtain the efficient frontier of the portfolio and used the **risk models** to estimate the covariance matrix given historical returns
- Optimized theoretical portfolio by **13%**