Lee Zhen Hao

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Nationality: Malaysian

Personal Profile

Through a valuable internship in a top e-commerce company, I have first-handedly learned the importance of data analytics to arrive into a data-backed decision. I am highly motivated to fuel business decisions with my ability to provide data insights and business-domain knowledge as a data analyst.

Career Objectives

- Involve in big data marketing and marketing analytics
- Able to create a marketing project and manage a team efficiently
- Become a young manager within 5 years

Working Experience

Internship - Partnership Marketing & Growth Marketing
Shopee Malaysia | April 2022 - July 2022

- Apply A/B testing and performance marketing to grow new users, increase users' retention rate, and reduce churn rate.
- In charge of strategizing B2B collaboration with brands to improve client performance in Shopee platform.
- Present collaboration proposals with companies from various industries.

Education & Certification

Bachelor's Degree (Honours) in Marketing
University of Hertfordshire | April 2019 - March 2022
- First-Class Honour (Weighted-Average-Marks: 80.7%)
- Distinction Academic Award Recipient

Google Data Analytics Professional Certificate
Google Inc. | September 2022

Volunteer Experience

Youth Leadership Academy (YLA) Mentorship Program
McKinsey | August 2021- November 2021

- Apply consulting knowledge to systematically identify and analyse clients' issues.
- Create a social enterprise to alleviate struggling small F&B business owners.
- Increase clients' revenue by 25% with strategised content marketing and various promotion methods within an optimized budget.

Microsoft Modern Workplace Squad (MWS) Ambassadorship Program
Microsoft Malaysia | April 2021 - April 2022

- Squad leader and social media leader for 9 months.
- Lead and conducted 10+ Microsoft Office 365 workshops for over 100+ university lecturers and students.
- Supervising 25 MWS ambassadors on content creation and content scheduling with minimal guidance

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Projects & Achievement

Marketing Analytics (Case Study)
Divvy Bikes (Bike-Sharing Company) | September 2022

- Data Wrangling - Cleaned 12 months worth of data
- Data Transformation - Aggregated data for analysis
- Data Visualisation - Created visuals to showcase the trend from the data
- Data-driven Decision Making - Provided actionable marketing insights based on the data viz and analysis

National Top 10 in Unilever Future Leader League (UFLL)
Unilever Malaysia | February 2021

- Developed holistic marketing strategies based on market research data-driven approach within the FMCG industry (Knorr Brand).
- Apply market research methodology to develop customer insights of Knorr

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Skills

- **Data Analytics** - Data Cleaning, Data Analysis, Data Visualisation, Tableau
- **Programming Language** - SQL, R programming
- **Office Productivity Skills** - Microsoft Office 365 (Excel, Powerpoint, Word, Teams)
- **Business Skills** - Market Research, SPSS, Performance Marketing

Language

- **English, Malay -** Professional Working Proficiency
- **Chinese, Cantonese -** Native Proficiency