

Kessie LEUNG

🌐 khlleung.github.io/portfolio/

🌐 linkedin.com/in/khlleung

🌐 github.com/khlleung

Summary

Responsible and detail-oriented professional with a BSc in Computer Science and MA in Creative Media. Proficient in SQL, R, Python (Pandas, NumPy), and Tableau, with hands-on experience in data preparation, automation, cleaning, analysis, and visualisation, as well as cross-functional collaboration. Seeking a Data Analyst role to transform complex datasets into actionable insights that aid strategic, data-driven decision-making.

Education

City University of Hong Kong, HKSAR, China

- Master of Arts in Creative Media – Distinction (GPA: 3.87/4.30) *Sep 2022 – Jun 2023*
- Bachelor of Science in Computer Science – Upper Second Class Honours (GPA: 3.47/4.30) *Sep 2018 – Jun 2022*
Relevant Courses: The Art and Science of Data, Database Systems, Marketing, IT Professionals and Society

University of Liverpool, United Kingdom – Semester Exchange Studies

Jan 2019 – May 2020

Sheffield Hallam University, United Kingdom – Summer Exchange Studies

Jun 2019 – Jul 2019

Work Experience

1a space, Marketing Team – Creative Communications Assistant

Jul 2023 – Jul 2024

- Collaborated with the team to develop and implement digital marketing strategies for exhibition and programme promotion, which increased the company's Instagram following by 10%.
- Produced 15+ promotional and interview videos for social media to increase in-person participation while maintaining brand consistency and meeting stakeholder needs.

Hong Kong Housing Society (HKHS), Information Technology Department – IT Intern

Jul 2020 – Jun 2021

- Created 3 quarterly security dashboards for the Information Technology department, analysing and visualising data, such as system usage and email scam reporting, in Excel for the company's cybersecurity audits.
- Produced 10+ training materials for 1400+ HKHS employees, including animated videos, comic strips, and quizzes, raising company-wide awareness of digital threats by simplifying complicated security issues relevant to daily life.

Project

Instagram User (@[see.this.you.funny](#)) Analytics Dashboard | [Learn More](#)

Jun 2025

- Built an automated [Tableau dashboard](#) tracking my account growth and content performance using Instagram API and Python for daily data collection (starting at 18 followers), applying Python (Pandas, NumPy) for data cleaning.
- Developed 3-month data-driven content strategies based on dashboard insights, including high-performing content types and metric spikes (reach, engagement, etc.), optimising content creation and distribution decisions.

Le Petit French Bakery Sales Analysis | [Learn More](#)

Feb 2025

- Performed exploratory analysis of 23K transaction records using SQL to identify sales trends, customer behaviour, and product performance of a bakery.
- Built a [Tableau dashboard](#) to visualise key insights, alongside actionable recommendations, enabling stakeholders to make decisions.

SAffice (CityHack 2021, Second-Runner Up) | [Learn More](#)

Jan 2021

- Collaborated with my team to create the functional requirements and demonstration video for SAffice, a smart office system that creates a safe workplace under COVID-19 with services including face mask recognition and E-sign system.

Achievements

CityHack 2021 Second-Runner Up

A 48-hour CityU hackathon, sponsored by AWS, Huawei, SenseTime, and Siemens. Collaborated with a team to design *SAffice*, a COVID-19 smart office solution that uses AWS cloud services, and produced its demo video for our team's pitch.

Talent Development Scholarship

Scholarship fund awarded by the HKSAR government using a merit-based approach.

Qualifications and Skills

Qualifications: Google Data Analytics Professional Certificate, Certified UAS (Unmanned Aircraft System) Pilot Training

Data Analytics: SQL, Python (Pandas, NumPy), Tableau, R, Excel

Miscellaneous: Git, LaTeX, Figma, Adobe

Programming Languages: Java, C++, Google Apps Script, MATLAB

Web Technologies: HTML, CSS, JS

Languages: Cantonese (Native), English (Fluent – IELTS 7.0 on *20 Jul 2019*), Mandarin/Putonghua (Intermediate)