

# Marcos Hung

Product Analyst

Portfolio: [marcoshung.com](http://marcoshung.com)



Vancouver BC, CANADA  
Linkedin: [in/marcoshung](https://www.linkedin.com/in/marcoshung)  
Email: [marcos.g.hung@gmail.com](mailto:marcos.g.hung@gmail.com)

## EXPERIENCE

### **DFO Global Commerce, Vancouver – Conversion Rate Optimization Analyst**

AUG 2018 - JUL 2019

- Specialized in upsells, collaborating with UX director to increase take rate by **100-200%**
- Coded A/B & split tests to optimize order page CVR by **~20%** and introduce upsell products
- Utilized statistics, heatmaps, recordings & polls to extract product marketing insights
- Analyzed data with Tableau & GA to report revenue trends and optimization test results

### **Entax Consulting, Vancouver – Technology Consultant**

FEB 2018 - MAY 2018

- Assessed client's proprietary technologies to comply them with the scientific method
- Synthesized technical reports for IT and technology firms to claim for SR&ED tax credits

### **Aquavit Pharma., New York – Technology Dev. Manager, Web Developer**

NOV 2013 - APR 2017

- Led development & launch for firm's 1st product lines, including design & utility patents
- Specified requirements and managed engineers to build hardware & software products
- Developed UX + front-end and maintained backend, corporate & ecommerce websites

## EDUCATION

### **Columbia University, New York— Business Program: Marketing & Finance**

SEP 2016 - DEC 2016

*Marketing Management & Strategy, Financial Accounting, Organizational Behavior*

**Certifications:** *Artificial Intelligence & Machine Learning, Human Computer Interaction*

### **Rice University, Houston— Master & Bachelor of Science in Bioengineering**

AUG 2006 - MAY 2011

*Mobile/iOS Dev., Statistical & Eng. Computation, Management, Economics & Entrepreneurship*

## PUBLICATIONS

### **US Patent 20140266581, Co-inventor**

#### *Modular Smart Label Data Transmission Systems for Applied End-User Optimization*

- Label-based security system for medicine supply chain tracking and data management

## LANGUAGES

### **Fluent in**

English, Spanish

### **Proficient in**

Chinese, Taiwanese

## SKILLS

### **Analytics**

Google Optimize, Vwo  
A/B & Split Testing  
Scientific Method  
Google Analytics  
Hotjar, GTM  
Tableau

### **Product**

Product Development  
HTML5, CSS3, JS  
Patent Writing  
Ecommerce  
Wordpress  
SR&ED  
CRO

### **Design**

User Experience  
Illustrator  
Balsamiq

## AWARDS

**Daniel Ochagavia  
Science Award**

*Excellence in the sciences*

**Iris Lestani  
Scholarship Award**

*Honesty, leadership and  
service*