KRIS WU

DATA SCIENTIST

EXPERIENCE

Marketing Coordinator | Swiss Water Decaffeinated Coffee Inc. (TSX: SWP)

JAN 2017 – JAN 2020, VANCOUVER, BC

- Planned and executed 15+ trade & consumer shows, including SXSW, generating ROIs up to 280% and 30% YoY cost savings.
- Grew ecommerce revenue 100% YoY for two years
- Responsible for 35% of annual A&C Marketing Budget
- Created and implemented cross departmental SOPs

Consultant | Potential.Coffee

JAN 2018 - PRESENT, VANCOUVER, BC

- Coordinated and executed pop-up coffee experiences for corporate & international clients that have generated 6MM+ media impressions and served 60k+ people
- Conducted in-store retail coffee training
- Placed 2nd in 2018 & 2019 Canadian National Barista Competitions

Barista | Revolver Coffee

AUG 2014 – JUL 2017, VANCOUVER, BC

- Provided customer service while delivering industry leading high-volume precision coffee service

EDUCATION

BrainStation | Diploma Candidate, Data Science

JAN 2020 - MAR 2020, VANCOUVER, BC

University of Waterloo | Bachelors of Science

SEP 2008 - 2013, WATERLOO, ON

Honours Psychology Major, Biology Minor

Completed 2 Honours Thesis Projects in Cognitive Psychology & Neuroscience

PROJECTS

Please review my portfolio @ kriswu.me.

---

wu.kris.a@gmail.com
+1-778-927-0962
linkedin.com/in/wukrisa
kriswu.me

PROFILE

Empowering others is at the center of everything I do. This has taken the form of helping others make informed decisions, developing retail business plans, or simply creating space for others.

My varied background in research, hospitality, marketing, and business strategy provide the frameworks I use to solve problems. Data science applications help bring these skills to the next level. My goal is to deploy analytics and machine learning to support people and businesses in their pursuits.

SKILLS

Database: MySQL
Programming: Python, R
Visualization: Seaborn, Plotly, Altair
ML: Clustering, Classification, Regression, Decision Trees, SVM, NLP, Bagging, Boosting, Time Series, ARIMA, FB Prophet, Image Recognition
Neural Networks: TensorFlow, Keras, Pytorch
Big Data: AWS, Hadoop, Spark, Hive
Stats Tools: SPSS, Minitab
BI: Tableau
Marketing: Google Analytics, Adobe Illustrator, MailChimp

Kris Wu

Marketer, Retail Consultant

My work experience has largely been cross functional, giving me insight across an organization, and my academic background was very research oriented. As a result, I enjoy translating business needs into investigable analyses.

Demand Forecasting

Can Time Series and machine learning forecast existing and new product demand?

✉ kris@kriswu.me

in https://www.linkedin.com/in/wukrisa/