

GU BICHENG

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SUMMARY

A data-driven business analyst with strong product sense. Proven track record of driving revenue growth and lead generation while reducing marketing expenses. Adept at collaborating with cross-functional teams and driving projects to completion in fast-paced environments. Seeking a challenging opportunity to apply my expertise in a Business Analyst role.

EDUCATION

National University of Singapore (NUS)

Aug 18 – Jan 23

Bachelor of Technology (Business Analytics)

WORK EXPERIENCE

Product Analyst, CITIXSYS SINGAPORE PTE LTD

Nov 20 – Present

Determined effective marketing channels through vigorous testing and benchmarking.

- Planned and executed creative marketing campaigns as pilot experiments.
- Drove revenue growth and lead generation by 25%.
- Reduced marketing expense by 50%.

Established tracking infrastructure for the key business touchpoints.

- Defined business goals relevant KPIs.

Conducted competitor studies to refine positioning strategy and marketing propositions.

Lead the partnership program, expanded and maintained channel partner relationships.

Operations Executive, SCI ECOMMERCE PTE LTD

Aug 20 – Oct 20

Advocated for brand exposure through effective collaboration with platform managers.

- Surpassed monthly sales target by 10%.

Self-Employed, eCommerce Start-up

Mar 19 – Jun 20

Achieved Preferred Seller status on Shopee within six months from establishment.

- In recognition by Shopee of excellent sales and operational performance.

Self-Employed, Financial Consultant

Conducted customer needs analyses, tailor solutions to individual requirements.

SKILLS & COMPETENCIES

Data Science & Programming:

Excel, SQL, Python, R, Java, C++, HTML

Business Intelligence:

Tableau, Power BI, R Shiny

Language Proficiency:

English, Mandarin

Interest:

Automation, Machine Learning