

Charlene Lee

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CAREER OBJECTIVE

With experience spanning retail, tech, and consulting, I'm eager to grow as a Data Analyst by applying analytical thinking to real-world complexity. I bring hands-on skills in Python, SQL, and BI tools—along with a curiosity that drives me to build not just dashboards, but real solutions.

EDUCATION

University of New South Wales Sydney, AU	Sep 2022 – Aug 2024
<i>Master of Information Technology</i>	
University of Jinan Guangzhou, CN	Sep 2018 – Jun 2022
<i>Bachelor of Business</i>	

SKILLS

- Proficient in Python, SQL, Excel, Power BI, Tableau
- Experienced with data ETL processes, Git, Shell scripting, Jira, Hadoop ecosystem (Spark, Hive)
- Languages: Fluent in English & Mandarin

WORK EXPERIENCE

Dr Vitamins (Retail Company) Sydney, AU	Nov 2023 – Jun 2024
<i>Data Analyst Intern</i>	
<ul style="list-style-type: none">• Initiated a self-led data optimization project to improve manual inventory tracking; automated reporting via Google Sheets, Power Query, and Data Studio, reducing turnaround time by 40%.• Streamlined workflows with Apps Script and implemented anomaly detection logic, saving 5+ hours per week and improving data accuracy across in-house retail operations.	
Tencent (Tech Company) Shenzhen, CN	Oct 2022 – Aug 2023
<i>Data Analyst Intern, eCommerce BI Strategy Team</i>	
<ul style="list-style-type: none">• Analyzed user transaction data (Python - Pandas, SQL) for the “Mother & Baby” category, identifying 3 key high-value customer segments which informed targeted strategies for a 11% uplift in category GMV.• Developed KPI dashboard prototypes (Python, Power BI concepts) from conversion funnel and product performance analysis, providing insights for marketing spend optimization and user retention.• Worked cross-functionally to align outcomes with business goals; recognized by managers for strong teamwork.	
EY (Accounting Firm) Shenzhen, CN	Apr 2022 – Aug 2022
<i>Digital Transformation Consulting Intern</i>	
<ul style="list-style-type: none">• Conducted customer journey mapping for a major Chinese bank, analyzing mobile and WeChat touchpoints to identify UX and integration gaps for a digital transformation initiative.• Assisted in mapping 6 touchpoints across 5 journey stages, uncovering UX gaps and contributing to a 27% rise in satisfaction and 24% growth in digital engagement at pilot branches.• Coordinated cross-functional efforts and managed documentation, gaining exposure to hypothesis-driven consulting and digital strategy.	

PROJECT EXPERIENCE

ESG Management System for Fintech Industries Sydney, AU	Feb 2024 – May 2024
<i>Project Manager</i>	
<ul style="list-style-type: none">• Led design of an ESG rating platform, covering system architecture, Agile planning in Jira, and 80+ user stories; cut delivery delays from 27% to 5% via stand-ups and stakeholder reviews.• Built 11-page Figma prototypes and clarified API workflows through detailed documentation, streamlining front-back integration and boosting delivery efficiency.	

ENTREPRENEURIAL EXPERIENCE

CiCiLight - Mobile Intelligent Beverage Dispenser Shanghai, CN	Feb 2020 – Jun 2022
<i>Founding Team Member, Marketing & Content Strategy Team</i>	
<ul style="list-style-type: none">• Defined the brand's tone and led messaging across 4 main digital channels to public engagement.• Built the brand's online presence from the ground up, reaching 20,000+ followers in two months. Created press releases and brand stories in collaboration with product and design teams.	