



😊 ABOUT ME

- + Finance Manager of 6 years in an emerging ad agency
- + Master of Data Science student in UNSW
- + Fascinated with the world of data analytics and data science
- + Enjoy the process of uncovering insights and the search for patterns
- + Believe that integrity and communication are the secret ingredients to solving problems
- + Play games and read books during free time
- + Latest interests in crypto, Web 3.0 and machine learning projects

🌱 EDUCATION AND QUALIFICATIONS

- Master of Data Science *UNSW* | 2021 Jun – Present (*Graduating 2022*) (**Current overall: Distinction**)
- Master of Data Science & Leadership *RMIT* | 2021 Jan – 2021 Jun (*Transferred to UNSW*) (**High distinction**)
- Graduate Diploma in Professional Accounting *Victoria University* | 2015 – 2016 (**Distinction**)
- Bachelor of Commerce (Accountancy) *University of Wollongong* (*Credit transfer*) | 2013 – 2014 (**Distinction**)
- Bachelor of Business (Accounting) *HELP University (Malaysia)* | 2011-2013 (**Cumulative GPA: 3.62/4**)

📁 PROFESSIONAL SKILLS SUMMARY

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| • Data analytics | • Dashboard reporting |
| • Extract & clean data from multiple sources | • Communicate stakeholders' expectation |
| • Organise & consolidate data | • Management of financial processes |
| • Implement analytic solutions | • Maintenance of financial reports |
| • Track and measure performance metrics | • Regular accounts reconciliation |
| | • Quarterly and annual tax preparation |

📊 DATA SCIENCE SKILLS

- Programming languages: Python, R, SQL
- Data Science Technologies: Data science pipeline with R - cleansing, wrangling, visualisation, modelling, interpretation (e.g., dplyr, tidyverse, ggplot2, MVN)
- Applied Analytics (hypothesis testing, A/B testing, chi-squared test, statistical inferences, etc.)
- Machine Learning: Python (e.g., scikit-learn, numpy, pandas, matplotlib, seaborn)

OTHER SKILLS

- Spreadsheets – Google Sheets - Google App Scripts – *Advanced*
- SaaS platforms – Pipedrive (CRM), WorkFlow Max (project & time management), Streamtime (project & time management), Xero (accounting), Geckoboard (dashboard), CloudPayroll (payroll) – *Advanced*
- Google Suite – Sheets & App Scripts, Docs, Slides, Forms – *Advanced*
- MS Office Suite – Word, Excel, Outlook, PowerPoint – *Functional*

FEEDBACK FROM PEERS

- Inquisitive and willing to learn new skills and about new domains.
- Meticulous with an analytical mindset, good problem-solving and decision-making skills.
- Dedicated to continuous learning and professional and personal improvement.
- Excellent communication and interpersonal skills; high degree of professionalism, great team player.

EMPLOYMENT HISTORY

Finance Manager

Paper Moose Surry Hills | 6 years and present

- Work closely with the CFO, tasked with overseeing data analytics across all functions within the company, including sales tracking, product analysis, sales optimisation analysis, client priority analysis, project performance analysis, project finance reporting, staff time utilisation analysis, and other company-wide analysis.
- Proactively monitoring all data tracking and reporting; raising concerns when necessary to ensure early detection of potential issues and prevention of errors.
- Conduct ad-hoc data projects, such as tracking staff utilisation to determine correlating patterns to plan and forecast staff capacity.
- Create targets for departments by analysing historical information, whilst collecting industry benchmarks to establish appropriate targets, to ensure all departments' financial targets are aligned with company's direction.
- Oversee implementation of solutions and aid all stakeholders to ensure a positive change management.
- Effectively and proactively execute and manage all financial aspects of business alongside with the CFO, with an aim to ensure overall financial performance supports business growth and company vision.
- Stay abreast of efficient financial and data management and methodology, trends, and good practices in professional development.
- Communicate and work with stakeholders to effectively solve problems, to ensure all departments function seamlessly and harmoniously with each other as one eco system.