

TAY JIAKANG, MILA

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EDUCATION

National University of Singapore

Jan 2021 – Nov 2024

Bachelor of Computing in Information Systems

- Selected to start University early under iBLOCs program in Jan 2021 during National Service
- Current Grade: 4.63 / 5.0

TECHNICAL SKILLS

- **Product Management:** Figma, Instagantt, Jira, Trello, CRM, Slack, UAT
- **Software Engineering:** JavaScript, React Native, Python, Java, Firebase, HTML, CSS
- **Data management:** SQL, Salesforce Marketing Cloud, DataSuite, RDBMS, BigQuery, MongoDB
- **Data visualisation:** R, Python, PowerBI, Domo, Blaze, Google Analytics

WORK EXPERIENCE

Ecommerce Operations & Analytics Intern, Sephora, LVMH

Aug 2022 - Present

- Performing campaign marketing analytics to identify trends and optimisation opportunities in DOMO, Google Analytics, SFMC and Excel
- Pitching Sephora App push and inbox content for greater penetration to lead to higher open rates and conversions based on analytics performed
- Partnering with Ematics CRM team for communications testing or EDMs, IAMs and PNs for campaigns outreach
- Managing e-commerce adoption program by working with Product Designers, Engineers in Trello, Domo and Slack
- Providing datasets with Google BigQuery and SQL based on requirements
- Partnered with Marketing Technology team to set up campaign's gamification with HTML and CSS

Platform Operations Intern, Shopee, SEA

May 2022 – Jul 2022

- Performed data scrubbing and pulling with SQL from Salesforce Marketing Cloud to support with platform operations
- Created and maintained Data Extensions in Salesforce Marketing Cloud containing platform user data
- Recorded data for CRM campaigns for analysis and trending to detect campaign errors
- Managed cross-platform testing and UAT of newly developed features for Shopee application for smooth customer experience
- Conducted testing on EDMs and PNs for CRM communications in CRM and SFMC
- Constructed multiple data pipelines with SFTP for SFMC data extensions with SQL and DataSuite moving and filtering over 20 Million values daily

Data Analyst Intern, Combine Services

Apr 2021 - Aug 2021

- Collected and presented data using SQL and Python for Covid-19 performance impact

- Built analytics dashboard with PowerBi for business intelligence to visualise client acquisition and retention. Resulting in 20% increase in revenue
- Carried out data cleaning with Python on corrupted datasets for analysis preparation
- Automated office for remote working environment and colleagues located overseas with Cloud storage set up and adoption

EXTRA CURRICULAR ACTIVITIES

Chargeev, NUS Orbital Project, Singapore

May 2022 - Jul 2022

- Created an application with React Native, Firebase and JavaScript for electric vehicle charges rental (<https://github.com/jonasgwt/ChargeEV>)
- Utilised Firebase to create user backend system and data storage management
- Managed with instagantt for project management

Operations Associate, Google Developer Student Club, Singapore

Aug 2021 - Apr 2022

- Organised virtual meeting rooms and communications for Machine Learning workshop with over 50 students
- Procured logistics and communications for University-level hackathon with over 100 participants

CERTIFICATES

- Economics of Money and Banking, Columbia University in the City of New York, 2021
- DeepLearning.AI TensorFlow Developer, deeplearning.ai, 2020
- Web Application Technologies and Django, University of Michigan, 2020
- Python Data Structures, University of Michigan, 2020
- Using Databases with Python, University of Michigan, 2020
- Using Python for Research, HarvardX, 2020
- Analysing Data with Python, IBM, 2020
- Introduction to Marketing: Tools to Set Enterprises Apart, Edinburghx, 2019