TAY JIAKANG, MILA

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PROFESSIONAL SUMMARY

Highly motivated and result-driven Undergraduate in Information Systems with expertise in Data Analysis, Operations and Data Analytics.
Able to collect and manage large amounts of data and present it to clients based on requirements

WORK EXPERIENCE

Ecommerce Operations & Analytics Intern, Sephora, LVMH   **Aug 2022 - Present**

- Performing campaign analytics to identify trends and optimisation opportunities in DOMO, SFMC and Excel
- Pitching Sephora App push and inbox suggestions for greater penetration to lead to higher open rates and conversions based on data feedback
- Partnered with Mobile CRM team for communications testing or EDMs, IAMs and PNs for campaigns outreach
- Managed 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 to support with platform operations
- Created and maintained Data Extensions in Salesforce Marketing Cloud containing platform user data
- Collected data for CRM campaigns for analysis and trending to detect 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 data pipeline with SFTP for SFMC data extensions with SQL moving and filtering over 20 Million values daily

Data Analyst Intern, Combine Services, Singapore   **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
- 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

EDUCATION

National University of Singapore   **Jan 2021 - Present**
Bachelor of Computing in Information Systems

- Undergraduate

- Started University early under iBLOCs program in Jan 2021
- Current Grade: 4.63 / 5.0

Nanyang Junior College   **Jan 2018 - Dec 2018**
A-Levels
- 87.5 Rank Points
- President Gym Club

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)

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
- Organised logistics and communications 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