Kwan Xin Jie
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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE   Aug 2017 – Aug 2022
Double Degree in the Bachelor of Business Administration (Business Analytics Specialisation) and Bachelor of Computing in Computer Science
- CAP Score: Business - 4.22/5.0 (Distinction), Computing - 3.96/5.0 (Merit)

RIVER VALLEY HIGH SCHOOL   Jan 2011 – Nov 2016
GCE 'A' Levels; 6 distinctions in Mathematics, Biology. Chemistry, Chinese, Economics, Project Work
- Awarded River Valley Academic Excellence Award 2016 (Top 10%)
- Ranked 90th percentile in Hanyu Shuiping Kaoshi (HSK) (Level 6) Chinese Proficiency Test

SIMON FRASER UNIVERSITY   Vancouver
Student Exchange Programme   Aug 2019 – Dec 2019

EXPERIENCE

GREAT EASTERN   Singapore
Digital Business Platform Intern   May 2019 – Jul 2019
- Spearheaded a micro-learning project that focuses on online self-learning by agents, including the curation of digital content specific to the needs of different stakeholders and analysis of the platform's engagement rate
- Automated daily compilation of data using Python to improve efficiency
- Designed training content for stakeholders in the micro-learning project in order to equip them with basic content curation skills to ensure smooth launch of learning modules

COXO VANESSA (ONLINE SHOP)   Singapore
An online business that specialises in handmade accessories and artworks   Dec 2011 – Present
Owner
- Analysed consumers' preferences and product trends through the use of Instagram insights and analytical tools that track likes and provide competitor analysis, achieving an Instagram profile of 7000 followers
- Conceptualised products based on the data collected from Instagram, which led to invitations to participate in and sponsor events, and conduct a jewellery-making workshop
- Determined the success of marketing efforts using Instagram analytical tools and website data analysis, which measure click-through rates and extent of reach, thus achieving a twofold increase in sales

ORGANISATIONAL AND COMMITTEE EXPERIENCE

NUS COMPUTING FRESHMAN ORIENTATION CAMP   Dec 2017 – Jul 2018
Committee Member
- Planned activities for 320 freshmen to welcome them and facilitate their integration into university
- Incorporated the use of Telegram during the activities which allows game master to update the progress of the games efficiently and conveniently as well as provide a live update of the scores, thus opening up new game concepts to be carried out
- Coordinated with the Logistics team to ensure sufficient equipment is available

BOOKSTOP AT BOONLAY (BOON LAY YEC)   Apr 2016 – Jul 2016
Vice-Chairperson of Committee
- Planned a bookfair for Boon Lay residents which encouraged the donation and exchange of books
- Supervised the program flow on the event day which ran smoothly and received favourable feedbacks from the residents, resulting in a continuation of the event annually

PROJECT

NUS BUSINESS ANALYTICS GROUP PROJECT (NYGO)   Jan 2020 – Apr 2020
- Developed a web application that serves as a central platform for tourists to obtain a range of information about New York City (Restaurant locations from Tripadvisor, lodging information from Airbnb, attractions from Google, crime rates, accident rates, subway and wifi locations, and Twitter analysis)
- Used R in building the application and HTML for the User Interface

SKILLS SET AND ADDITIONAL INFORMATION

- Fluent in English and Chinese (both spoken and written)
- Proficient in Microsoft Office, Adobe Photoshop and Illustrator
- Proficient in programming languages Java, C, R and Python programming
- Basic HTML and Bourne Shell scripting
- Taken Finance specialization modules (Investment Analysis, Options & Futures, International Financial Mgt)