



# KOK KAI CHEE

AI-driven SQA/BA intern | GenAI & Computer Vision |  
Data-informed content strategy

## EDUCATION

### Universiti Sains Malaysia (USM)

Bachelor of Management — Business Analytics/Computer Science  
2022 - present

- 6 Dean's List Awards

### Sekolah Tinggi Kota Kinabalu (KKHS)

STPM · CGPA 4.00

2020 - 2022

- 1 President's List Award

## WORKING EXPERIENCE

### Software Quality Assurance / Business Analyst — Intern

Jabil Sdn Bhd · Aug 2025 – Present

- Performed end-to-end test case validation for AI Vision software, covering public API testing, OCR/barcode verification.
- Supported feasibility testing, stakeholder requirements gathering, and quality validation in GenAI solutions
- Contributed to 3 GenAI projects (prompt engineering in Copilot, documentation, KT with North Asia/China DSS).
- POC - Career Fair Gamification automation to improve data collection efficiency by reducing data collection process from 10 min to 2 min.

### Social Media Data & Content Specialist

CeritaManik / GDGN Vintage Cuisine · Aug 2025 – Present

- Content generation and managed multi-channel publishing schedules.
- Analyzed audience behavior, campaign performance, and platform algorithm signals to refine content strategy
- Collaborated on data-driven storytelling aligned to marketing goals; helped increase brand revenue and popularity via improved content mix and reporting.

### Online Gadget Seller

Self-employed · 2021 – 2025

- Managed end-to-end sales of secondhand/new electronic gadgets on Facebook Marketplace.
- Analyzed market trends to optimize pricing and improve sales performance.

## EXTRA-CURRICULAR ACTIVITIES

### Management Society — Senior Executive, Public Relations

- Roles in Biz Society Reunite, Business Ethics Summit 2025 (AHOD DM), BizMaker 2023 (AHOD PR), Career Exposure 2023 (AHOD Publicity).

### Sekretariat Perpaduan Dan Integrasi Nasional — Senior Executive

- Project Director of Cultural Night 2024, Emcee of SPIN Night - Seaside Festival

### AIESEC Penang — Director of Business Development

- OC Sales (Youth Speak Forum 2023; Business Case Study 2023).

## TECHNICAL SKILLS

- Python & C++
- Power BI, Tableau & SQL
- Machine Learning
- API Testing
- AWS Cloud
- Dataiku
- Computer Vision Software Validation
- GenAI Tools
- IBM SPSS
- Microsoft Office
- Prompt Engineering
- Project Management

## PERSONAL SKILLS

- Analytical Thinking & Data Research; Attention to detail
- Presentation & Public Speaking in multilingual communication.
- Project/Event Management & Leadership
- Quick Learner for computer programs.
- Continuous Learning (AWS /Dataiku /Python /full-stack upskilling).

## CERTIFICATION & ACHIEVEMENT

- **AWS Certified Cloud Practitioner** (Exam completed Dec 22, 2025).
- **Dataiku** (3x): Certified Core Designer, Advanced Designer, Machine Learning Practitioner.
- **Udemy Certified Data Analyst** (SQL, Power BI, Tableau & Excel).
- **Project Director**: Program Malam Pesta Perayaan Amal Tahun Baru Cina 2024 (≈250 participants).
- **STPM 4.0**