

# Fiona Lu

([Linkedin](#) | [Personal Portfolio](#))

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"Shoot for the Moon. Even if you miss, you'll land among the stars."

## **Career Summary**

A technically astute professional with a multifaceted background, I have dedicated the initial phase of my career to the artistry of landscape architecture. Embracing change, I ventured into entrepreneurship and later transitioned into education, taking on a role dedicated to business analytics and marketing consultancy. It was during this transformative period that I discovered a fervent desire for data analytics. Motivated by this realisation, I am currently pursuing the Analytics program to sharpen my analytical acumen further.

My overarching objective is to harness these refined skills to effect meaningful and positive change within a broader community.

Fun facts about me: On Sunday mornings, you'll likely catch me in the delightful act of indulging in a lively session of Just Dance on my Nintendo or trying out new recipes in the kitchen.

## **Qualification**

Graduate Certificate of Data Analytics – Deakin (GPA-4.0)	06/2023 – 06/2024
Master of Landscape Architecture – University of Melbourne	02/2014 – 06/2016
Bachelor of Environment – University of Melbourne	02/2011 – 12/2013

## **Technical Skills**

MS Office Suite, Adobe Suites (InDesign, Illustrator, Photoshop, Premiere)  
AutoCAD, Rhino, SketchUp  
Python, R, SQL, SAS, Power BI, Tableau

## **Key Highlights**

- Take ownership of each task, adept at dealing with multiple priorities and changing agents. Curious minded with a dedication to continuous learning, and the ability to work with unfamiliar concepts.
- A critical thinker with sound judgement, always looking for ways to improve work processes for training and communications to enable impactful transformational changes within the organisation.
- Bespoke time management and demonstrated ability to work with minimal supervision. Always keeping stakeholder engagement at the forefront and providing solutions in a consultative approach.

## **Professional Experience**

### ***Marketing Assistant – Full Time***

ICG Groups, Melbourne

10/2022 – 02/2023

A boutique migration consultancy firm located in the heart of Melbourne CBD, ICG provides a range of services to fit their clients' personal and business needs.

In this role, I have...

- **Business Analytics & Marketing** – Conducted comprehensive market research by meticulously gathering and synthesising historical business data/performance and market trends. Utilised the information to perform in-depth business analysis and developing & executing marketing campaigns.
- **Communication & Teamwork** – Fostered close collaboration with cross-functional teams and external stakeholders, including universities, to stay abreast of the latest updates on curriculum and policies. Ensured transparent and proactive communications with all parties to achieve the overall success of the team.
- **Social media & Administrative tasks** – Curated and edited articles for content creation to attract a targeted audience, at the same time disseminating industry insights and trends to further enhance the company's credibility. Performed other ad hoc administrative tasks as required.
- **Client Advisory** – Provided clients with personalised solutions tailored to their specific goals. Delivered end-to-end services, guiding them seamlessly from the initial visa application through to approval. Committed to providing ongoing support, ensuring a timely and efficient process.

**From 2016 to early 2022, over the course of six years, I explored diverse opportunities spanning landscape design, e-commerce, and education. This unique journey has empowered me to cultivate a rich and versatile skill set that I view as highly transferable across various industries.**

*During this period, some of my accomplishments are...*

- **Creative & Tech-Savvy** – With a track record as an accomplished landscape designer involved in large-scale community projects such as schools and community parks, I am adept at utilising advanced design software, including Adobe Suite and AutoCAD. My tech-savvy nature has enabled me to learn new skills at ease.
- **Training & Learning** – While working as a study consultant, I successfully tutored over 1000 students, showcasing a proven ability to design a curriculum tailored to fit each student's individual learning needs. More than 90% of students achieved significant improvement in scores.
- **Ecommerce & Business Acumen** – From the ground up, I co-founded and successfully established a fully operational e-commerce business with a business partner. I took charge of managing the entire process, from design and manufacturing to marketing and sales.

**Reference available upon request**