

# Kassi Yan

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Digital CV Link: <https://guiyan1.github.io/Kassiyen-DigitalCV/>

## Objective

Studying Master of Applied Computing at Lincoln University and actively seeking the Tech or GIS industry opportunities to enhance technical proficiencies and meet academic requirements. Passionate about data analysis and GIS analysis, with a meticulous attention to detail and confident management skills, leveraging a robust background in digital marketing and integrating resources.

## Education

### **MASTER OF APPLIED COMPUTING | 2024 | LINCOLN UNIVERSITY**

- Subjects: Industry Project, Studio Project, Software Development, Advanced Geographic Information Systems, Database Management, Business Analysis, Neural Networks Applications
- Studio project: Developed a software solution for an external client using modern software engineering methodologies in a real-world context.

### **PUBLIC RELATIONS | 2009 - 2013 | HUNAN NORMAL UNIVERSITY**

- Majoring in Public Relations
- Subjects: Public Relations, Advertising, Organizational Behavior, Public Relations Theory, Integrated Marketing Communications

### **PROGRAMMING AND DEVELOPMENT**

- Proficient in Python, SQL, HTML, CSS, Tableau, Power BI
- Experienced in WebApp development
- Familiarity with GIS (Geographic Information Systems) and Spatial data analysis

## Professional Experience

### **Sales Service Assistant | CATL Booth, ALL ENERGY Australia Exhibition, Melbourne | October 25, 2023 - October 26, 2023**

- Functioned as a bilingual translator and customer service representative, facilitating seamless communication and ensuring a comprehensive understanding of CATL's products at the All ENERGY Australia Exhibition.
- Provided attentive support to visitors, bridging the language gap between English and Chinese speakers to enhance the overall customer experience.
- Coordinated and executed social media campaigns to increase CATL's visibility and influence.

### **Event Coordinator | pH SEVEN, National Water Week, Melbourne | September, 2023**

- Assisted in the successful execution of the event by coordinating setup and attendee registration.
- Provided exceptional customer service by proactively managing the distribution of materials and offering clear guidance to guests, ensuring a positive event experience.

### **Console Operator | OTR, Kangaroo Island, SA | December 2022 - May 2023**

- Managed the OTR ordering system operations in the Kangaroo Island region, ensuring smooth functioning and seamless communication with the IT department.
- Provided personalized assistance to customers, guiding them through the order placement process and offering support with operational navigation.
- Proactively identified and reported technical and operational issues to the manager, contributing to prompt resolution and improved service delivery.
- Analyzed quarterly product sales data to optimize system settings and prioritize best-selling products for the next quarter.

### **Front Desk Assistant | Discovery Park, G'day Group, WA | June 2021 – November 2022**

- Provided exceptional customer service, ensuring a seamless check-in and check-out experience for guests.
- Handled reservation information proficiently, accurately inputting data into the system and ensuring the accuracy of guest records.
- Demonstrated attentiveness to guest needs by responding promptly to inquiries and feedback via email, showcasing a commitment to exceptional customer service.

### **Digital Market Operations | Rui Peng Pet Medical Group, ShenZhen| | April 2015 – September 2019**

- Managed social media platforms, plan online activities, and interact with users to enhance brand awareness.
- Coordinated pet medical industry exhibitions to promote products and enhance the company's brand image.
- Analyzed market trends and customer feedback to inform marketing strategies and improve service offerings.
- Utilized data analytics to monitor and report on marketing campaign performance, making data-driven adjustments to achieve goals.

### **RELEVANT MEMBERSHIPS**

IT Professionals New Zealand – current student membership.

### **ACTIVITIES & INTERESTS:**

Easy-going, independent and enthusiastic, with a strong sense of responsibility and good team-spirit. I'm an avid hiker, traveler, and photographer. I have even embarked on solo journeys, circumnavigating Australia, showcasing my adventurous spirit. I find joy in interacting with diverse individuals, delving into various cultural backgrounds, and embracing new experiences.

### **SKILLS & ACHIEVEMENTS**

- **Digital Marketing:** Expertise in online promotion and campaign management.
- **Integrating Resources:** Proficient in managing resource operations and integration.
- **Data Analysis:** Skilled in extracting insights from data.
- **GIS Analysis:** Proficient in geographic data analysis.

### **REFERENCES AVAILABLE ON REQUEST**