

# Kassi Yan

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## Objective

Studying Master of Applied Computing at Lincoln University and actively seeking an industry internship to enhance technical proficiencies and meet academic requirements. Eager to transition into the Tech or GIS sector, leveraging a robust background in digital marketing and tourism operations. Passionate about data analysis and GIS analysis, with a meticulous attention to detail and confident management skills.

## 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

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

- Acted as a bilingual translator and customer service representative, playing an integral role in CATL's participation at the All ENERGY Australia Exhibition in Melbourne.
- Provided attentive assistance to visitors, facilitating seamless communication between English and Chinese speakers, thereby ensuring a comprehensive understanding of CATL's products.
- Strategically coordinated and executed social media promotional campaigns to enhance CATL's visibility and influence.

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

- Contributed to the seamless execution of the event by assisting with setup and attendee registration.
- Proactively managed the distribution of materials and provided clear guidance to guests, enhancing their overall 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.
- Diligently reported any technical or operational issues to the manager for prompt resolution and improved service delivery.
- Based on quarterly product sales data, adjust the system to prioritize the best-selling products for the next quarter.

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

- Greeted guests warmly and facilitated smooth check-in and check-out processes, striving to exceed their expectations in service delivery.
- Handled reservation information proficiently, accurately inputting data into the system and ensuring the accuracy of guest records.
- Responded promptly to guest inquiries and feedback via email, demonstrating attentiveness to guest needs and 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.
- Participated in planning pet medical industry exhibitions to promote the company's pet-related products and advertise the corporate brand image.
- Analyzed market trends and customer feedback to optimize marketing strategies and improve service offerings.
- Utilized data analysis to monitor and report on the performance of marketing campaigns, adjusting strategies as needed to achieve objectives.

### **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.
- **Tourism Operations:** Proficient in managing travel operations and services.
- **Data Analysis:** Skilled in extracting insights from data.
- **GIS Analysis:** Proficient in geographic data analysis.

### **REFERENCES AVAILABLE ON REQUEST**