

Kassi Yan

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Objective

With a Master of Applied Computing from Lincoln University, I am actively seeking opportunities in the GIS or Tech industry to further enhance my technical skills and fulfill my interest. My passion for GIS spans various industries, and I am equally enthusiastic about data analysis. I bring meticulous attention to detail and confident management skills to every project I undertake.

My previous projects include: GIS for Renewable Energy, E-commerce in Rural Supplies, Biosecurity Systems, Data Analysis for Service Improvement. For a comprehensive overview of my skills and experiences, please visit the Digital CV I developed here (<https://guiyan1.github.io/Kassiyen-DigitalCV/>).

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

Event Coordination Assistant | CATL Booth, ALL ENERGY Australia Exhibition & pH SEVEN, National Water Week, Melbourne | September 2023 - October 2023

- **Bilingual Translator and Customer Service Representative:** Facilitated seamless communication and ensured comprehensive understanding of products and services for both English and Chinese-speaking visitors at the All ENERGY Australia Exhibition.
- **Event Coordination:** Assisted in the successful execution of events by coordinating setup, managing attendee registration, and distributing materials during both the All ENERGY Australia Exhibition and National Water Week.
- **Social Media Campaigns:** Coordinated and executed social media campaigns to increase visibility and influence, particularly for CATL's presence at the All ENERGY Australia Exhibition.
- **Customer Support:** Provided attentive and proactive customer service, enhancing overall visitor experience by bridging language gaps and offering clear guidance to guests.

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 monthly product sales data to optimize system settings and prioritize best-selling products for the next month.

Customer Assistant | Discovery Park, G'day Group, WA | June 2021 – November 2022

- Collected and analyzed customer service data to improve the check-in and check-out process, ensuring a seamless guest experience.
- Managed and maintained reservation data, accurately inputting and verifying information to ensure the integrity of guest records.
- Analyzed guest feedback and inquiries received via email, identifying trends and areas for improvement to enhance overall customer service quality.

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