

## Education

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### The University of Sydney

March 2014 - November 2018

BACHELOR OF COMMERCE AND SCIENCE

current WAM: 83.6

Majors: Business Information Systems, Business Analytics, Computer Science

### Queen Mary University of London

September - December 2017

INTERNATIONAL EXCHANGE PROGRAM

Courses: Semi-structured Data, Functional Programming, Introduction to Computer Vision, Internet Protocols and Applications

### University of California, Los Angeles

June - July 2015

STUDY ABROAD PROGRAM

GPA: 3.9

Courses: Communication Studies, Personal Brain Management

## Work Experience

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### Media Advertising Analyst

January - July 2017

MAD CLARITY

- Processed media plan and actual campaign performance data, and transferred results into a database
- Queried and resolved data discrepancies such as Excel formula errors to ensure accuracy
- Recorded and developed Visual Basic macros to improve business process efficiency and accuracy

### Business Intelligence Analyst

January - June 2017

THE UNIVERSITY OF SYDNEY BUSINESS SCHOOL

- Created a set of trend data visualisations of the School's alumni exit survey data for key stakeholders using Tableau
- Determined user requirements, cleansed and restructured data (e.g. pivoting) using Excel, then designed a pleasing user experience

### Customer Technology Summer Vacationer

November - December 2016

DELOITTE AUSTRALIA

- Implemented Salesforce for a large property development client using agile principles
- Developed technical requirements using Salesforce Process Builder and measured progress using Visual Studio
- Produced effective documentation so that both the client and internal team were clear on business process changes

### Director of Finance & Governance

January 2016 - January 2017

AIESEC IN SYDNEY

- Created and implemented strategies to drive growth and sustainability of all programs by liaising with program heads, marketing and HR
- Developed and managed the Local Committee's budget, ensuring that key strategies were executed effectively to maximise ROI
- Created a centralised dashboard that visualised real time data from operational, HR and finance functions to enable data driven decisions
- Optimised operations by analysing and reporting on core activities, identifying bottlenecks and innovating solutions
- Maintained accurate and up-to-date operational and financial records using Podio and Xero
- Streamlined the financial reimbursement process by developing a write only Google Drive folder using Google App Scripts

### Digital Data & Analytics Intern

January - February 2016

ZENITHOPTIMEDIA AUSTRALIA

- Restructured digital marketing reports by consulting with internal stakeholders, scoping out requirements and designing the new framework
- Created the agency's first automated digital reporting, reducing a two-day monthly manual task to 1 minute using Google App Scripts
- Built integrated reporting and interactive visualisation dashboards in Google Sheets and QlikView with data sourced from Google Analytics, AdWords and DoubleClick Campaign Manager

## Projects

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### Where is Vincey? R Shiny App

August 2017

PERSONAL PROJECT

- Developed an R Shiny app to query a .csv file and map out the locations of where I would be on my trip given user date input
- Learnings:
  - Building the UI and server logic in R
  - Using leaflet, reactive expressions and publishing web applications

## A Visualisation Effort: Australia's Top 100 Graduate Employers

April 2016 - May 2016

UNIVERSITY OF SYDNEY BUSINESS SCHOOL

- Developed a series of interactive visualisations on Tableau on data from Australia's Top 100 Graduate Employers
- Learnings:
  - Conducting user requirements analysis on non-trivial business questions through persona creation and design thinking
  - Developed an intuitive user experience that is both functional and aesthetically pleasing
  - Designing and implementing multidimensional models

## Mapping Populations Web Application

March 2015 - July 2015

UNIVERSITY OF SYDNEY TALENTED STUDENTS PROGRAM

- Independently developed an interactive web application which visualises the population distribution of University of Sydney students across campus.
- Learnings:
  - Understanding JSON files and APIs (specifically Google Maps API)
  - Querying a database from front end user input by using JavaScript, PHP and SQL
  - Designing and implementing a database in PostgreSQL
  - Cleaning and processing large amounts of data

## Brainwave Launchpad

March 2014 - November 2014

UNIVERSITY OF SYDNEY TALENTED STUDENTS PROGRAM

- Worked in a group of 6 to develop a device which takes in brainwaves from an EEG headset to produce music on a Novation Launchpad
- Utilised the NeuroSky ThinkGear API. Written in Python.
- My specific role was to design the logic and mechanisms in the prototype.

## Academic Honours

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2017	<b>Equal First Place</b> , INFS3070 Business Analysis in Practice	University of Sydney
2017	<b>Equal Second Place</b> , INFS3040 Enterprise Systems & Integrated Business	University of Sydney
2017	<b>Lifetime Member</b> , Beta Gamma Sigma	University of Sydney
2016	<b>First Place</b> , INFS3050 Business Intelligence for Managers	University of Sydney
2016	<b>Recipient</b> , Academic Merit Prize	University of Sydney
2015	<b>Recipient</b> , Merit Scholarship	USSC
2015	<b>Recipient</b> , Academic Merit Prize	University of Sydney
2015	<b>First Place</b> , INFS1000 Digital Business Innovation	University of Sydney
2014	<b>Recipient</b> , Entry Scholarship	University of Sydney
2014	<b>First Place</b> , BUSS1030 Accounting, Business & Society	University of Sydney
2014	<b>Second Place</b> , MATH1004 Discrete Mathematics	University of Sydney
2014	<b>First place team</b> , Deloitte Case Study Challenge	BISA & SUITS
2014	<b>Research Presentation</b> , Australasian Conference for Undergraduate Research and Posters in Parliament	Canberra
2014	<b>Prize for Best Poster as chosen by Peer-Vote</b> , Posters in Parliament	Canberra

## Computer Skills

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**Languages** JavaScript, Java, Python, SQL, R

**Other familiar tools** Windows, OSX, PostgreSQL,  $\text{\LaTeX}$ , Tableau, Microsoft BI, Adobe Illustrator

## Extra-Curricular Activities

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2017	<b>Facilitator</b> , Global School of Entrepreneurship	Niš, Serbia
2016	<b>Delegate</b> , AIESEC Asia-Pacific Conference	Shanghai, China
2016	<b>Events Director</b> , Business Information Systems Association	University of Sydney
2015	<b>Tutor</b> , Girls' Programming Network NCSS	Sydney
2015	<b>Presenter</b> , Young Scientists Australia	Sydney
2015	<b>Volunteer</b> , University of Sydney Union V-Team	University of Sydney
2014	<b>Participant</b> , Silver Duke of Edinburgh Award	Sydney
2014	<b>Participant</b> , Habitat for Humanity Volunteer Build Trip	Hanoi, Vietnam