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| **CHIA YU XUAN, VALERIE**  Email: valeriechia002@suss.edu.sg | Mobile: +65 98755157 |  LinkedIn: <https://tinyurl.com/linkedin-chiayuxuan-valerie> | |
| **EDUCATION** |  |
| **Singapore University of Social Sciences** | **July 2018 – May 2022** |
| **Bachelor of Business Analytics with Minor in IT**   * CGPA of 2.78/5.00 * Analytics course taken  |  |  | | --- | --- | | Data Visualisation for Business | P | | Fundamentals of Data Mining | B | | Association and Clustering | B | | Predictive Modelling | B- | | Business Analytics Applications and Issues | B- | | Text Mining and Applied Project Formulation | B+ | | Business Forecasting | B | | Applied Operations Research | B+ | |  |
| * Text Mining and Applied Project Formulation: Application of Text Mining on Social Media (U.S. Presidential Election 2020)   Utilized Opinion Mining of Twitter data to predict the outcome of the US Presidential Election Outcome via Twitter. |  |
| **Temasek Polytechnic** | **July 2017 – May 2018** |
| **Specialist Diploma in Big Data & Analytics** |  |
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| **Nanyang Polytechnic** | **April 2014 – May 2017** |
| **Diploma in Business Intelligence & Analytics** |  |
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| **WORK EXPERIENCE** |  |
| **Vintedge Pte Ltd** | **January 2021 – Present** |
| **Data Analyst Intern**   * Performed research and analytics to derive actionable insights based on performance data of various media and creative campaigns. * Worked closely with Managing Director to create action-driven dashboards in PowerBI, tailored for clients such as Canon Singapore. * Strengthened technical skills such as data preparation * Developed greater understanding of digital and social media marketing process (planning, execution, key performance metrices) * Developed soft skills such as effective communication, oral and visual presentation through work interactions with peers and supervisors. | |
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| **Lithan Academy** | **April 2017 – July 2018** |
| **Digital Sales and Marketing Executive**   * Generated quality leads from various platforms such as Facebook, Google banner ads and AdWords and EDM * Designed creative banner ads for Facebook * Google AdWords keywords research using Google Keyword Planner * Ads budget planning on various channels * Produce weekly and monthly marketing report | |
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| **Activa Media Pte Ltd** | **May 2016 – August 2016** |
| **Intern**   * Monitored social channels for trending news and ideas and capitalize these trends through social media accounts. * Researched on client’s industry and provided actionable recommendations for expanding their reach in the digital space * Captured and analyzed social media metrics. | |
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| **ACTIVITIES** |  |
| **SUSS Current Affairs** | **January 2021 - Present** |
| **Membership Executive**   * Reviews and refines all roles and responsibilities from time to time * Coordinates timely preparation of recruitment notices and information * Supports members’ emotional well-being against extraordinary workloads * Conducts regular check-ins with members to adjust commitment levels and intensity * Ensures all Wings and their Project Committees are adequately staffed by members and volunteers * Conducts entry and exit interviews for onboarding and offboarding processes | |
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| **Big Brother Big Sister Programme, MetaZone** | **October 2018 – March 2020** |
| **Sailors of SUSS (Treasurer)**   * The Big Brother Big Sister (BBBS) Program is part SUSS’s community engagement program. The purpose is to guide young students, from our partnered schools, down the right path by instilling the right values through sailing and other activities. The program also includes industrial visits so that the students can the explore possibilities available to them. As a student leader, I helped out with camp planning and facilitation of programs. | |
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| **Nanyang Polytechnic Symphonic Orchestra**  **Section Leader (Euphonium), Sub-Committee (Welfare Officer)** | **June 2014 - December 2016** |
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| **Punggol Secondary School Concert Band**  **Section Leader (Euphonium)** | **January 2011 – December 2013** |
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| **ACHIEVEMENTS AND AWARDS** |  |
| **DavidsonX.D005: Analyzing and Visualizing Data with PowerBI (EdX)** | **January 2021** |
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| **Data Analysis with Pandas and Python (Udemy)** | **December 2020** |
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| **Fundamentals of Deep Learning for Computer Vision (NVDIA)** | **July 2020** |
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| **Blockchain Basics (FUNIX)** | **April 2020** |
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| **NIIT Course Completion Certificate**  Introduction and future scope of Big Data in Business Management | **January 2020** |
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| **NIIT Course Completion Certificate**  Introduction and future scope of Big Data in Business Management | **January 2020** |
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| **Guizhou University Winter Programme Certificate** | **January 2020** |
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| **Nanyang Polytechnic, School of Information Technology**  Good Progress Award (2015/2016 Semester 1) | **June 2016** |
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| **Nanyang Polytechnic Symphonic Orchestra Certificate of appointment**   * Sub-Committee Position of Welfare Officer (2016/2017) * Section Leader (Euphonium) (2016/2017) | **August 2016** |
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| **SKILLS AND COMPETENCIES** |  |
| **IT Skills**: Microsoft Office (Word, Excel, PowerPoint), Tableau, Power BI, SQL, SPSS, SAS, basic R programming, Python |  |
| **Language Skills**: Fluent in English and Mandarin |  |
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