Yeung Lai
Yvonne

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Kyoto, Japan
Open for relocation, Remote Job

https://yvonne924.github.io/YvonneY.Portfolio/

Summary

Results-oriented professional combining **5 years of marketing and production experience** with advanced data science expertise. Proficient in machine learning, Python, and data visualization through **academic project and teaching assistant roles**. Demonstrated cross-cultural communication skills through work with **Shiseido**. Seeking roles that leverage my unique combination of business and technical expertise.

🎓 Education

- MASTER of Science in Information Technology *(scholarship recipient)*
  Expected 2025/4
  The Kyoto College of Graduate Studies for informatics, Japan

- BACHELOR of Digital Media.   2016
  Griffith University, Australia

📜 Certifications

- **AWS Certified Cloud Practitioner**
- Excel Skills for Data Analytics and Visualization Specialization-Macquarie University
- IBM Data Science Specialization
- ABRSM Grade 8 Piano Performance

🔤 Language

- Mandarin – Native
- Chinese – Native
- English – Full Professional Proficiency
- Japanese – **N1**(Full Professional Proficiency)

💡 Skills

- Python
- MySQL
- Tableau
- PowerBI
- R
- Java
  IntelliJ IDEA

💼 Work history

Marketing Officer | The Hong Kong Ballet Ltd(NGO) – 09/2020 to 10/2023

- **Led the merchandise department**, overseeing new product launches and **monitoring sales analytics**.
- Developed and executed comprehensive marketing campaigns, encompassing media outreach, events, and social media strategies.
- Managed the marketing budget and drove strategy from creative planning and execution to **post-campaign analysis**, ensuring timely and cost-effective delivery.
- **Collaborated with third-party** vendors on advertisement production and prepared marketing collateral such as brochures, leaflets, print ads, and outdoor publicity.

Account Executive | Noah (Asia) – 10/2019 to 5/2020

- **Primarily responsible for projects**, ensuring they adhered to tight timelines and were delivered smoothly.
- Partnered with Creative Directors and design teams to manage client servicing, **addressing client needs while overseeing project management** for various branding initiatives.

Production Assistant (Drama Dept.) | Television Broadcasts Limited – 03/2018 to 9/2019

- Coordinated with internal and external teams to ensure smooth production operations under tight deadlines, maintaining accuracy in a fast-paced, **high-pressure environment**.
- **Assisted the Producer in all phases of production**, from pre-production to post-production, managing the shooting budget while meeting critical time constraints.

Production Assistant (Variety Show Dept.) | HK Cable Television Limited – 11/2016 to 02/2018