

YEUNG LAI YVONNE

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Kyoto, JP
Open for relocation, Remote Job
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ortfolio/

Education

MASTER of science in information Technology (scholarship recipient)

Expected 03/2025

The Kyoto College of Graduate
Studies for informatics, Japan

BACHELOR of Digital Media

Griffith University, Australia, 2016

Certifications

- Google Cloud Data Analytics Certificate, 2025
- AWS Certified Cloud Practitioner, 2024
- Excel Skills for Data Analytics and Visualization Specialization- Macquarie University, 2024
- IBM Data Science Specialization, 2024

Languages

Chinese Mandarin – Native

English – TOEIC (886)

Japanese – JLPT N1

Technical skills

Programming Languages and

Data Analytics: SQL, Python, R

Data Visualization & BI: Tableau,
Power BI, Looker

Data manipulation: Microsoft Excel

Cloud Computing Tool: AWS,
Google Cloud

Summary

Results-oriented professional combining 5 years of marketing and production experience with **advanced data analysis skills**. Proficient in **data science techniques** through **academic projects and teaching assistant roles**. Successfully spearheaded a data driven approach to profitable and original marketing campaigns. Seeking roles that utilize my strengths in bridging **business and technical domains**, with a strong focus on **analytical problem-solving and delivering data-driven insights**.

Work History

Teaching Assistant / Academic Researcher | The Kyoto College of Graduate Studies for Informatics 04/2024 to Present

- Supported business-focused lectures by facilitating student understanding and guidance.
- Performed comparative evaluations of **algorithms on diverse datasets**, delivering actionable insights. Analyzed and optimized the performance of **CatBoost and XGBoost** using the Area Under the ROC Curve (AUC-ROC) to enhance **predictive accuracy and efficiency**.
- Collaborated on the **development of a Data Science Framework** to evaluate the Economic Development and Fuel Index within the context of the Sustainable Development Goals (SDGs).

Interpreter | Shiseido – 06/2024 to present (part-time) Japan

- Conducted **real-time interpretation** and written translations, ensuring clear communication across languages.

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

- Led the merchandise department, spearheading new product launches and **leveraging data-driven sales analytics** to implement targeted strategies, driving a **30% increase** in sales per show through innovative initiatives and team leadership.
- Developed and executed comprehensive marketing campaigns, encompassing media outreach, events, and social media strategies.
- Managed the marketing budget, **end-to-end campaign strategies**, delivering results on time and within budget through strategic planning through post-campaign evaluation.

Account Executive | Noah (Asia) – 10/2019 to 05/2020

- Successfully supervised **project delivery for a global banking partner**, overseeing all phases of execution to ensure strict adherence to **tight timelines** and seamlessly meet client expectations with high-quality.