

Yiyi Gan

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PROFILE

Internationally educated professional with an interdisciplinary background in Business Analytics, Marketing and Communication. Skilled at translating consumer data, audience feedback and market insights into actionable marketing and engagement strategies. Experienced in content development, audience engagement, stakeholder communication and project coordination across fast-paced, cross-cultural environments.

EDUCATION

- Master of Business Analytics (Marketing)**2024.09 – 2026.05
University of Auckland (QS Rank: 65)
- Bachelor of Arts (Communication & Media, Film and Television)**2021.03 – 2024.05
University of Auckland (QS Rank: 65)
 - Honours & Awards: Distinction in Business Statistics (2024); Distinction in Applied Mathematics (2021).

WORK EXPERIENCE

- Business Analyst & Core Team Member**2025.07 – 2025.11
University of Auckland Alumni Relations and Development (ARD)
 - **Marketing Project Coordination & Stakeholder Management:** Coordinated responsibilities and timelines across data preparation, modelling, insight generation and strategy development for an alumni email engagement optimisation project. Adjusted priorities and communicated weekly with stakeholders to keep deliverables on schedule and aligned with business requirements.
 - **Audience Analytics & Marketing Insights:** Analysed 3.83 million alumni email interaction records using SQL and predictive modelling in R, identifying how audience behaviour, send timing, demographic factors, and email domains influenced engagement and uncovering key drivers of email performance.
 - **Marketing Strategy & Business Impact:** Translated analytical findings into four actionable strategies covering send-time optimisation, behavioural targeting, email-domain-based audience segmentation and delayed-engagement triggers. Validated the strategies against historical data and presented them to non-technical stakeholders; recommendations were adopted, with the project estimating a 25%–30% improvement in email engagement.
- Recruitment Coordinator & Training Tutor**2021.04 – 2022.12
HD Education
 - **Student Acquisition & Enrollment Conversion:** Supported pre-course promotion and student acquisition by communicating the organisation’s value proposition, highlighting key course benefits and tailoring messaging to prospective students’ needs, motivations and enrolment concerns. Used trial-class interactions and targeted communication to support conversion from initial enquiry to formal enrolment.
 - **Student Experience & Engagement:** Delivered Art History learning support and adapted content and communication to students’ academic backgrounds and learning preferences. Collected post-class feedback, identified recurring needs and incorporated them into subsequent course delivery to improve content relevance and student engagement.
 - **Recruitment & Operations Coordination:** Screened and interviewed 300+ candidates and supported the recruitment of 100+ qualified tutors, evaluating subject expertise, teaching capability and student fit to support stable tutor allocation and course delivery.
- News Reporter Intern, News Channel**2022.01 – 2022.02
Jiaxing Radio and Television Station
 - **Content Operations & Audience Engagement:** Managed daily content for the organisation’s official website and WeChat Official Account, selecting and adapting topics based on trending conversations and audience interests. Published 1–6 articles per day, with the highest-performing article generating 10,000+ views.
 - **Multimedia Content Production:** Supported 10+ lifestyle-news interviews and short-form video content, contributing to interview preparation, content development and preliminary editing. Coordinated materials from information gathering through publication to ensure timely content delivery under tight newsroom deadlines.

SKILLS & INTERESTS

- Language Skills:** Mandarin Chinese (Native); English (IELTS 7.0, Professional Working Proficiency).
- Data & Analytics:** R, SQL, Excel (advanced functions and pivot tables), Power BI; familiar with Python (pandas, NumPy).
- Marketing & AI Tools:** ChatGPT, Claude for market research, customer insights, content development, copy optimisation and data analysis.
- Project & Content Tools:** WBS, CPM; Microsoft Office, CapCut for short-form video editing.
- Interests:** Skydiving, film, and travel.