

## Contact

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(LinkedIn)

## Top Skills

Interpersonal Communication  
Project Coordination  
Solution Implementation

## Certifications

Job Smart Ultra Program  
Working with Children Check  
(Volunteer)  
USYD Mentoring Certificate - April  
2024  
Job Smart Edge Gold  
Google Digital Marketing & E-  
commerce Specialization

# Nona (Xuemeng) Bai

Certificated DA | FFT Awarded TA at USYD Business School |  
Preceding backgrounds in E-commerce  
Darlington, New South Wales, Australia

## Summary

Highly motivated and detail-oriented problem solver with finance and e-commerce backgrounds.

Skilled at leveraging data and Python to develop actionable business solutions for teams without an IT background. Strong interest in adapting new tools to streamline tasks. Develop and apply highly efficient streamlined business process solutions.

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## Experience

### Anchor Excellence

1 year 9 months

#### Data Analyst

March 2024 - Present (1 year 6 months)

Bella Vista, NSW, 2153

- Utilised specialist's LinkedIn connection data for social network and spatial analysis. Identified key client companies or communities, as well as crucial contacts between different communities, to facilitate future targeted marketing strategies.
- Extract data from Google Analytics 4, Google Search Console and HubSpot, ensuring data is streamlined into dashboards. Conducted semi-monthly SEO and sales reports for the company's B2B e-commerce website and social media platform to stakeholders, compiled data results, and provided recommendations.
- Develop a ready-to-go company portfolio website Impactful Leaders using WordPress in 1 month. Optimise website interface and function based on SEO analysis and feedback.
- Ongoing Anchor Excellence website maintenance and content development. Modify front-end and back-end code via WordPress and various plugins. Provide the customer with a supportive and convenient user experience. Increase the online learning platform learner completion rate from 3.2% to

7.9% within a month (now up to 53% in March 2025) by redesigning the student enrollment and learning process.

- Implemented a Python-powered software solution for efficient batch document processing, cutting content editing and style guiding time from a week-long, multi-person effort to 10 minutes for 500 word documents and sheets.

### Business Analyst Intern

December 2023 - February 2024 (3 months)

Australia

Optimizing website UI/UX and back-end for better SEO outcomes.

### University of Sydney

Casual Academic

July 2023 - Present (2 years 2 months)

Sydney, New South Wales, Australia

Tutorial Helper:

QBUS1020 Quantitative Business Analysis; QBUS5001 Foundation of Data Analytics for Business

- Acted as an Excel Mentor at Tutorials, overseeing more than 100 students' study process in weekly face-to-face settings.
- Enhance the student learning outcome by solving their theoretical and technical problems with an overall 4.8(5) FFT score. Elevate common difficulties from students to the tutor. Enhancing communication between students and teachers to build a supportive teaching atmosphere.
- Deeper student understanding of basic knowledge by application. Dig out valuable insights for their career planning.

### New Oriental Education & Technology Group

Private Tutor

July 2022 - Present (3 years 2 months)

### Foundation for Australian Studies in China (FASIC)

Social Media Marketing Intern

March 2023 - August 2023 (6 months)

Sydney, New South Wales, Australia

- Conducted desk research for not-for-profit organisations and knowledge-based social media distribution channels for both PRC and overseas audience, platforms like LinkedIn, WeChat and Bilibili are included.

- Developed social media strategy based on the research and project brief. Actively modified and ran mock accounts like WeChat with advanced functions.
- Effectively communicated with the team and senior managers weekly to develop the content schedule for accounts. Focus on branding and marketing cross channels.

## Business Women Australia

### Business Analyst

November 2022 - December 2022 (2 months)

Sydney, New South Wales, Australia

Acquire this experience through Job Smart Edge Global Scope. Work as a business consultant to provide valuable recommendations to fit further development goals for the BWA.

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## Education

### University of Sydney

Master of Commerce, Finance, Data Analytics · (February 2022 - January 2024)

### Southwestern University of Finance and Economics

Bachelor of Management, E-Commerce · (September 2017 - July 2021)