Contact

0412686716 (Mobile)
bxmnona@qq.com

www.linkedin.com/in/nonabai
(LinkedIn)

Top Skills

R (Programming Language)
Search Engine Optimization (SEO)
IT Business Analysis

Certifications

Job Smart Ultra Program
Job Smart Edge Gold
Data Analysis with R Programming
Google Data Analytics Professional
Certificate
USYD Mentoring Certificate - April
2024

Nona (Xuemeng) Bai

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

Summary

As a fresh post-graduate student from USYD, I am detailed-oriented
and passionate about leveraging data into actionable business
solutions to increase the profitability.

I am skilled at using quantitative and visualization tools like Excel or
Python. My communication and writing skills enhance my delivery of
new techniques and solve problems from my students.

Experience

Anchor Excellence
9 months

Data Analyst
March 2024 - Present (6 months)
Bella Vista, NSW, 2153

· Utilised specialist's LinkedIn connection data for social network analysis.
Identified key individuals within potential 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.
Conducted semi-monthly SEO and sales reports for company's B2B e-
commerce website and social media platform to stakeholders, compiled data
result, and provide recommendations.
· Optimize website interface and function based on report and feedback.
Modify front-end and back-end code of the existing website and set up plugins
on WordPress. Provide the customer with a supportive and convenient user
experience.

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 (1 year 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. Raise common difficulties with the tutor to build a supportive teaching atmosphere.
• Deeper their understanding of basic knowledge in application to dig out valuable insights for career planning.

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.

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)