

# PRICILA YESSAYAN

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## PROFESSIONAL PROFILE

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A forward-thinking Business Analyst transitioning from a decade of administrative excellence in legal and educational sectors to analytics. Currently enhancing expertise with a Master of Business Analytics at Kaplan Business School, aiming to drive technological innovation and process efficiency in service industries. Motivated about leveraging data insights, AI, and automation to solve complex business challenges and improve decision-making processes.

## KEY EXPERIENCE AND ABILITIES

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- Requirements Gathering
- Data Quality
- Business Rules & Requirements
- Machine Learning
- Tableau & Power BI
- Python & SQL
- Digital Marketing Analytics
- Statistical Analysis
- Data Analysis
- Business Analysis
- Analytical Skills
- Quantitative & Qualitative Analytics
- Research
- Communication
- Storytelling
- Attention to Detail
- Problem Solving
- Time Management

## EDUCATION

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- Master of Business Analytics (Extension)** | Kaplan Business School | Australia | July 2024 - October 2024.
- Bachelor's Degree in Business Analytics** | Kaplan Business School | Australia | November 2023 - June 2023.
- Specialization in Strategic Management and Business** | Mackenzie | Brazil | April 2017 - April 2018.

## PROFESSIONAL EXPERIENCE

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### POSITION: STUDENT AMBASSADOR

KAPLAN BUSINESS SCHOOL | Education Services | Sydney, Australia | December 2023 to present.

- Employ analytical thinking to evaluate prospective student data, guiding them through tailored academic paths and enhancing decision-making processes.
- Develop and execute strategic communication campaigns, leveraging data insights to align Kaplan's offerings with student goals and increase engagement.
- Foster data-driven relationships with potential students by providing personalized advice and support, boosting enrolment and student satisfaction.

### POSITION: STUDENT SERVICE COORDINATOR

ILSC GREYSTONE COLLEGE | Education Services | Sydney, Australia | November 2022 to present.

- Analyse and interpret student data to inform and optimize service delivery, improving student satisfaction and operational efficiency through strategic insights.
- Implement innovative administrative solutions that streamline processes, enhance information accessibility, and support a data-driven approach to student service coordination.
- Proactively employ quantitative and qualitative research methods to understand and anticipate student needs, facilitating tailored and efficient support services.
- Leverage advanced Microsoft Office skills to develop and manage comprehensive databases and reports, supporting data analysis and decision-making processes in educational settings.

**ACHIEVEMENT:** Enhanced efficiency and streamlined operations by devising automated Excel templates and establishing a mailing system for certificates, cutting down production time from one day to just an hour.

### POSITION: DIGITAL MARKETING INTERN

ACCOLADE WINES | Manufacturing and Distribution Industry | Sydney, Australia | November 2023 to February 2024.

- Led the GB Project, conducting data gathering across departments to enhance digital marketing strategies for Grant Burge, showcasing keen analytical and project management skills.

- Oversaw Accolade’s digital presence on the Halliday platform, ensuring brand integrity through data verification and updates, demonstrating exceptional attention to detail and data management capabilities.
- Developed AI-driven presentations to simplify complex data for non-technical stakeholders, bridging the gap between sophisticated analytics and accessible applications, making data comprehensible and actionable.
- Designed and implemented a Power BI dashboard for the eCI platform, analysing content scores and competitor trends, enhancing my proficiency in utilizing BI tools to support data-driven decision-making and strategic planning.  
ACHIEVEMENT: Earned High Distinction in the Internship Program, praised for efficiency by manager.

### **POSITION: SENIOR EXECUTIVE ASSISTANT**

TRENCH ROSSI WATANABE | Legal Services | Sao Paulo, Brazil | July 2014 to October 2022.

- Optimized client intake process using data analysis techniques, reducing registration time by 20% and significantly improving client satisfaction.
- Managed complex schedules for international and local partners, utilizing analytical skills to improve efficiency and streamline operational processes.
- Developed standardized templates for bilingual client proposals, demonstrating proficiency in qualitative and quantitative analysis to ensure communication consistency.
- Contributed to strategic planning and decision-making processes through expert management of Excel for budget oversight and PowerPoint for impactful presentations.

ACHIEVEMENT: Promoted from Junior to Senior Executive Assistant through exceptional performance and efficiency, demonstrating leadership and problem-solving skills.

## **VOLUNTEERING**

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### **POSITION: MENTORSHIP PROGRAM**

KAPLAN BUSINESS SCHOOL | Education Industry | Sydney, Australia | July 2023 to present.

- Mentor at Kaplan Business School, guiding students in business analytics concepts, fostering critical thinking, and enhancing their data-driven decision-making abilities.

### **POSITION: STUDENT VOLUNTEER**

KAPLAN BUSINESS SCHOOL | Education Industry | Sydney, Australia | February 2023 to present.

- Served as a Student Volunteer, employing strategic communication and planning skills to organize and promote educational events and workshops.

### **POSITION: ENGLISH CONVERSATION**

GREEN BIRDS SYDNEY | Environmental Conservation Organization | Sao Paulo, Brazil | July 2022.

- Joined forces with ILSC Sydney and Green Birds Sydney, I volunteered for cleaning Sydney streets to enhance the urban environment.

### **POSITION: ENGLISH CONVERSATION**

GRUPO +UNIDOS | Philanthropic Fundraising Services Industry | Sao Paulo, Brazil | July 2022.

- Led English conversation sessions for Grupo +Unidos, utilizing qualitative analysis to tailor educational content and improve language acquisition outcomes.

## **SCHOLARSHIPS AND AWARDS**

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- Awarded Kaplan Business School's High Achiever Award three times in 2023-2024 for exceptional grades in Business Analytics, AI Programming, and Data Security subjects.
- Parkland College Honors List for the Spring Semester 2012.
- Awarded the Community College Initiative Program scholarship for 1-year university study in the USA, sponsored by the US State Department (2011–2012).