

# Eugene K. Yiga

Data strategist and seasoned journalist recently completed a Master's in Applied Data Science. With a foundation in financial accounting and six years in branding and market research, I excel in data analysis, programming, and visualization techniques. Committed to leveraging data for actionable insights, I bring a unique blend of storytelling and technical acumen to any role.

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## WORK EXPERIENCE

### Journalist | Copywriter | Podcaster Freelance

04/2009 - Present

- Published **1300+ features in 100+ global websites, newspapers, and magazines**, having interviewed the likes of Grammy-winning musicians, multinational CEOs, technology innovators and other leaders in their fields.
- Covered travel, leisure, food, drinks, **marketing**, media, TV, film, music, theatre, art, books, **business, technology**, personal development, career development, and more.
- Scripted, hosted, and produced a weekly Cape Town Travel Guide podcast, **named as one of Travel Massive's best**.

### Senior Course Architect | Product Manager Cognician Software (3 years, 7 months)

09/2011 - 03/2015

Online learning/coaching start-up (Cape Town, London, San Francisco)

- Designed, created, and launched **over two dozen courses**, one of which was awarded Best Soft Skills Solution at DemoFest, part of DevLearn Conference & Expo 2014.
- Designed and created The Monumental Life, a personal development course based on **over a decade of my active research** into the art and science of self-growth.

### Knowledge Manager | Project Coordinator Synovate Laboratories (1 year, 8 months)

09/2009 - 04/2011

R&D centre of global market research company (now part of Ipsos)

- Provided **project design, operations, and analytical support** for studies in over **30 countries worldwide**.
- Wrote almost 20 articles on **marketing, social trends, and media** for the World Advertising Research Centre (one of which won a **Thought Leader Award**).
- Published **two whitepapers**: the first on building powerful brands and the second on creating successful ads.

### Research Executive | Insights Analyst Millward Brown (8 months)

01/2009 - 08/2009

Global market research company (now part of Kantar Group)

- Selected as **one of only six interns in the entire country**.
- Gained extensive experience in **brand strategy, creative development, ad testing, comprehensive campaign evaluation, and strategic media planning**.
- Published two case studies, one of which analyzed social media platforms for the **Google Insight Awards**.
- Learned valuable project management skills while working for clients in **financial services, healthcare, consumer goods, retail, technology, and sport**.

## SKILLS

Advertising

Business Strategy

ChatGPT

Cloud Computing

Communication

Computer Science

Creative/Critical Thinking

Data Analysis

Data Mining

Data Processing

Data Visualization

Experiment Design

HTML/CSS

Large Language Models (LLMs)

Machine Learning

Marketing

Natural Language Processing (NLP)

Network Analysis

Podcasting

Programming

Project/Product Management

Prompt Engineering

Public Speaking

Python

Research

Social Media Analytics

SQL (PostgreSQL/MySQL)

Spreadsheets (Google/Microsoft)

Statistics

Supervised/Unsupervised Learning

Tableau

UX/UI

WordPress

Writing/Editing/Proofreading

## EDUCATION

### — Master of Applied Data Science (4.0 GPA) University of Michigan

2022 - 2023

### — Diploma in Comprehensive Creative Writing The Writers Bureau

2011 - 2013

### — Post-Graduate Diploma in Accounting University of Cape Town

2008

### — Bachelor of Business Science (Finance) University of Cape Town

2004 - 2007

## AWARDS

Excellence in Journalism Award (2017)

[The International Food, Wine, and Travel Writers Association](#)

Arts Journalist of the Year (2014)

[Silver Award \(Special Merit for Online Innovation\)](#)

Writer of the Year (2012)

[The Writers Bureau](#)