

# Eugene K. Yiga

Finance and accounting graduate with over two-and-a-half years of experience in **branding, communications, and market research**; over three-and-a-half years of experience at an **online education tech start-up**; and well over a decade of experience as an award-winning **journalist, copywriter, and podcaster**, now focused on **business strategy, data analysis, and data science**.

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## WORK EXPERIENCE

### Journalist / Copywriter / Podcaster Freelance

04/2009 - Present

- Published **1000+ features in 100+ global websites, newspapers, and magazines**, having interviewed the likes of Grammy-winning musicians, multinational CEOs, 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 Writer Cognician Software

09/2011 - 03/2015

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

- Designed and created over **two dozen online 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 Synovate Laboratories

09/2009 - 04/2011

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

- Provided **project design and analytical support** for studies conducted in over **30 countries worldwide**.
- Wrote almost 20 articles 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.

### Junior Research Executive Millward Brown

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, campaign evaluation, and 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
- Big Data
- Business Strategy
- Cloud Computing
- Communication
- Computer Science
- Copywriting
- Creative Thinking
- Critical Thinking
- Data Analysis
- Data Mining
- Data Processing
- Data Visualization
- Deep Learning
- Editing
- Experiment Design
- HTML
- Machine Learning
- Marketing
- Mathematics
- Microsoft Excel
- Natural Language Processing (NLP)
- Network Analysis
- Podcasting
- Programming
- Project Management
- Public Speaking
- Python
- Research
- SEO
- Social Media Analytics
- SQL
- Spreadsheets
- Statistics
- Supervised Learning
- Tableau
- Unsupervised Learning
- WordPress
- Writing

## EDUCATION

### — Master of Applied Data Science 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](#)