

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 over twelve years 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 - 2023

- 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

Communication

Computer Science

Copywriting

Creative Thinking

Critical Thinking

Data Analysis

Data Mining

Data Processing

Data Visualization

Database Architecture

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](#)