

Eugene K. Yiga

Curriculum Developer and Data Storyteller passionate about transforming education through technology. With a Master's in Applied Data Science and extensive experience in branding, online learning, and journalism, I bring a unique blend of technical expertise and creative storytelling to craft engaging, learner-focused edtech solutions that inspire meaningful, lasting impact around the world.

✉ hello@eugeneyiga.com

☎ +34 633 964 139

🌐 www.eugeneyiga.com

🌐 linkedin.com/in/eugeneyiga

WORK EXPERIENCE

Journalist | Copywriter | Podcaster Freelance (15+ years)

04/2009

- 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**.

Curriculum Designer | EdTech Strategist DeepLearning.AI (7 months)

11/2024 - 06/2025

Education technology company offering world-class AI courses and fostering a global community of learners.

- Developed over 84,000 words of instructional content for a high-impact **Data Analytics Professional Certificate**.
- Collaborated with a **globally distributed product team** to ensure a consistent voice throughout the specialization.
- Applied **narrative techniques from journalism** to make complex technical concepts engaging and accessible.
- Reached **over 13,000 students** and received consistently positive reviews for practical, real-world approach.

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.

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](#)