SHANE JESHAN VEERASINGAM

Business Analytics Student, Aspiring Business Analyst

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PROFILE

First-year Finance, Management and Business Analytics student at the University of Nottingham Malaysia, with work experience across marketing, product and client delivery. Completing the Google Data Analytics Professional Certificate and building working skills in spreadsheets, Python and SQL to turn raw data into decisions. Founder of a small web design studio for Malaysian SMEs, which gives me a commercial view of pricing, operations and what clients actually need.

EXPERIENCE

OCT 2026 — PRESENT · KUALA LUMPUR (REMOTE)

KIIHKO Sdn Bhd

Marketing Intern, AI Content, Social Marketing, Designer, & Frontend Web Developer

- Research TikTok and Instagram trends to inform content direction and posting decisions.
- Produce AI-generated social content to an approved content calendar and coordinate approvals with supervisors before publishing.
- Datanah (KIIHKO product): produced an AI video ad campaign combining UGC-style video, AI voiceover and code-rendered kinetic typography, and planned growth for its newly launched social accounts.
- Peta Maps (peta.my, KIIHKO product in beta): helped rebuild the website, took part in early beta testing and proposed product features for the Malaysian map and navigation app.
- Developed and helped design the company website, kiihko.com.

2025 — PRESENT · SEMENYIH AND PETALING JAYA

Construo

Founder and Operator · web design studio for SMEs

- Designed the pricing architecture: three fixed build tiers (RM 900 to RM 2,500) with monthly retainers and contract terms.
- Modelled unit economics and recurring-revenue projections to set retainer pricing and plan capacity.
- Delivered client websites including Selah Worship Academy (selahworshipacademy.com) and Every Nation Campus Sunway (everynation.org.my/ministries/campus), managing scope, revision rounds and handover.

SEP 2025 — JUN 2026

University of Nottingham Malaysia Music Society

Vice-Head of Marketing

- Led marketing for the society, producing a high volume of Reels and promotional content to fixed deadlines.
- Conceived and promoted society events, owning video editing, copywriting and channel management.

DEC 2023

CADS (Centre of Applied Data Science)

Project Intern, Product Department

- Supported the Product team on project work in a commercial data science company.

JUL 2024 — 2025

Tutti Creative Commune

Part-time Music Teacher

- Taught individual lessons twice a week to students across a wide range of ages and levels, adapting teaching methods to each student.

CERTIFICATIONS

IN PROGRESS · EXPECTED MAY 2027

Google Data Analytics Professional Certificate

Coursera · Google

- Data cleaning, analysis and visualisation; spreadsheets, SQL, Tableau and R.

APR 2024

Rockschool Grade 8 Drums, Distinction

Performer Award (2024) for Grade 8 Distinction · Rockstar Award (2021) for Grade 7 Distinction

EDUCATION

SEP 2025 — JUL 2029 (EXPECTED)

University of Nottingham Malaysia

BSc (Hons) Finance, Management and Business Analytics

- Foundation Programme completed Jun 2026.
- Relevant modules: Quantitative Methods · Software and Tools for Data Analytics · Business Finance · Fundamentals of Financial and Management Accounting · Introduction to Economics · Introduction to Digital Business.

JAN 2023 — OCT 2024

Methodist College Kuala Lumpur

A-Levels · Mathematics, Physics, Computer Science

JAN 2017 — DEC 2022

Nobel International School

IGCSE

SKILLS

Data and analytics

Excel and Google Sheets (formulas, modelling) · Python (intermediate) · SQL (learning) · data cleaning · data visualisation · Google Apps Script

AI

Prompt engineering · Claude (Projects, Skills, Claude Code) · agentic workflows and MCP tool integrations · LLM APIs (Claude, Gemini) · AI content tools (Higgsfield, ElevenLabs)

Business

Financial and management accounting · pricing and unit economics · market and trend research · client and stakeholder management

Tools

Figma · Canva · DaVinci Resolve · CapCut · GarageBand · HTML, CSS, JavaScript

Languages

English (fluent) · Malay (conversational)

Interests

Drumming since age 5 · learning science, technology, and Ai · non-fiction reading · strength training

PROJECTS

PERSONAL PROJECT

Google Sheets trackers

Google Apps Script · Google Sheets · progressive web apps

- Folio: an assignment and finance tracker built as a PWA that sends requests through a signing Netlify Function to a Google Apps Script web app, which reads and writes Google Sheets. Gym tracker (supercoolwebsitebyshane.netlify.app): logs training sessions to Google Sheets and turns them into progress statistics.

FOUNDATION COURSEWORK

WiseBin and ReCup

Sustainability apps

- Two web apps built for the Foundation sustainability module, framing waste-reduction problems as product decisions.

LEADERSHIP AND ACTIVITIES

NOV 2026

APGCE Geohackathon 2026

Team Lead

- Assembled and lead a team in a geoscience AI hackathon, owning preparation and submission.

MAR 2023 — JAN 2024

Zomi Education Centre

Volunteer Tutor

- Taught mathematics to Myanmar refugee students aged 8 to 17.

MAY 2022

Yayasan Fungates Education Centre

Volunteer Tutor

- Taught English and mathematics to children aged 6 to 18.