

DARIUS YAO

Business Management Student | Specializing in Marketing & Digital Communications, and E-Commerce & Retail Management



CONTACT

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E-Portfolio:

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SKILLS

Marketing & Digital Communications

- Digital & Social Media Marketing
- Consumer Insights & Market Research
- Branding & Advertising

E-Commerce & Retail Management

- Omni-Channel Strategy
- Retail Buying & Merchandising

Communication & Presentation

- Public Speaking & Presentations
- Teamwork & Collaboration
- Customer Engagement

Technical Skills

- Spreadsheet Applications (Excel, Google Sheets)
- Digital Marketing Tools (Google Ads)
- Data & Analytics (Tableau)



PROFILE

Results-driven business professional with strong experience in marketing, e-commerce, and retail management. Solid understanding of digital marketing, consumer insights, and retail strategies, with the ability to identify opportunities and develop effective solutions. Well-versed in market analysis, branding, and digital tools to enhance business performance. Outstanding skills in public speaking and problem-solving. Ready to take businesses to the next level.



WORK EXPERIENCE

Innovation & Startup Acceleration Industry

Feb 2025 - Apr 2025
(3 months)

XNode Singapore - Innovation Department Intern

My Jobscope:

- Supported cross-border innovation programs and conducted market research on startups from Singapore and China.
- Contributed to the **XNode x Expara MedTech** event, handling marketing communications, event operations, and logistics.
- Conducted research on tech sectors such as AI, smart manufacturing, and healthcare innovation, producing insight-driven reports.
- Assisted in preparing presentation decks and materials for client-facing events and workshops, ensuring a smooth delivery.

Key Takeaways & Skills Gained:

- Gained real insight into how startups expand into markets like Singapore and China.
- Strengthened professional communication through event support, research writing, and collaboration with internal teams.
- Learned to adapt quickly and take initiative, managing tasks across different parts of a fast-paced innovation company.
- Improved market research and slide-building skills, turning complex topics into clear, useful materials.



EDUCATION

Nanyang Polytechnic, Singapore

Diploma in Business Management (Specializing in Marketing & Digital Communications, and E-Commerce & Retail Management)

Expected Graduation: 2026

Current GPA: 3.91 / 4.0

Honors: Director's List (AY23/24 Semester 1 & 2, AY24/25 Semester 1 & 2, AY25/26 Semester 1) - Top 15% of course cohort