



# Dr Yivian Ho

Medical Doctor

A digital-savvy Medical Doctor, with 3+ years of experience in health and digital transformation marketing, who is pursuing a postgraduate degree in data science, technology and health. Looking to leverage interdisciplinary skills in MedTech to close the gap between healthcare, business and technology.

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## EDUCATION

### MSc Data Science, Technology and Innovation University of Edinburgh

09/2021 - Present

### International Summer University, Innovation and Regulation in Pharma and MedTech Justus Liebig University Giessen

07/2019 - 08/2019

Giessen, Germany

### Medical Doctor I.M. Sechenov First Moscow State Medical University

10/2013 - 06/2019

Moscow, Russia (Average Grade: 4.26/5.0)

## WORK EXPERIENCE

### Medical Doctor University Kebangsaan Malaysia Medical Center

10/2020 - Present

Kuala Lumpur, Malaysia

#### Tasks

- Four months of specialized training in the Department of Internal Medicine, Surgery, Orthopedics, Paediatrics, Obstetrics and Gynaecology, and Psychiatry, respectively.
- Team leader** for house officers. Led up to 40 house officers to delegate ward-based care across the 240-bed Medical Department.
- Collaborated with multi-disciplinary teams of doctors and health care workers to map out a data-driven diagnosis and provide research-backed treatment plans for patients in the public hospital.

### Chief Marketing Officer Smartsense Sdn Bhd

09/2019 - 10/2020

An Industry 4.0 Robotic and Automation Solution Company

Kuala Lumpur, Malaysia

#### Achievements/Tasks

- Worked with C-suite to **develop implementable digital transformation strategies** and end-to-end solutions with industrial automation and robotics.
- Led marketing campaign collaboration** with the best German robot manufacturer to produce their first Asia-Pacific marketing campaign.
- Developed B2B sales deck, **represented to speak in industry conferences**, press releases and marketing presentations, bringing in RM2 million in sales.

### Digital Marketing Manager Psych2Go, Inc

11/2017 - 03/2019

A Psychology Themed Media Company

Freelance (Remote)

#### Achievements/Tasks

- Performed **qualitative and quantitative data research** to formulate data-driven marketing strategies and improvements on brand consistency.
- Increased engagement rates up to 4x** on all Facebook pages with data-backed content creation.
- Built 28k organic Instagram followers** in less than 4 months.
- Managed community across 7 social media accounts while engaging in conversations on highly sensitive topics.

## CERTIFICATES

IBM Data Analysis and Visualization Foundation Specialization  
IBM on Coursera

Mathematics for Machine Learning Specialization  
Imperial College London on Coursera

## TECHNICAL SKILLS

**Data** Data Wrangling & Cleaning, Data Analysis, Data Visualization, Quantitative & Qualitative Research

**Digital Marketing** Social Media Marketing, Google Analytics, Facebook Insights, Email Marketing, Website Creation, Content Creation, Hubspot, SEO.

**Programming Languages** Experience in Python, R, HTML and CSS. Knowledge of C, Java and Swift.

## SOFT SKILLS

Critical Thinking Effective Communicator Enthusiastic Team Leader Problem Solving Resourceful

## CONFERENCES

Speaker @ Hypernet of Things Exhibition & Conference (2019)  
Conference by Malaysia IoT Association  
Presented Topic: "Industry 4.0: Small Steps for SME"

Unleash Power Within by Anthony Robbins (Singapore) (02/2018)  
Conference

## VOLUNTEER EXPERIENCE

**Volunteer**  
Humanos3D  
01/2020 - 06/2020  
A Colombia-based 3D-printed prosthetic NGO who helped land mine victim on resuming to a functionable life with new limbs. Medellin, Colombia

**Medical Volunteer**  
Malaysian Medical Fellowship  
2018  
Ran mobile free clinics in various cities in Myanmar to bring healthcare to the inaccessible Kuala Lumpur, Malaysia

## LANGUAGES

English Native or Bilingual Proficiency Chinese Full Professional Proficiency Malay Full Professional Proficiency Spanish Limited Working Proficiency

## INTERESTS

Digital Health Data Science Frequent Traveller Lego  
Photography Personal Development Sudoku Star Wars