

XIN YI YAP

Pronounced 'cin-e'

DEI | MARKETING | ORGANIZATIONAL DEVELOPMENT

CONTACT

- 857-869-5167
- yapxinyi.yxy@gmail.com
- <https://www.xincereyiours.space>
- Raleigh, NC

SKILLS

Business Communication
Content Creation (Written posts, podcast)
Facilitation
Curriculum Design
Public Speaking & Moderation
Community Management
Data Analytics - SPSS / R, Python
Project Management

EDUCATION

Bachelor of Science in Business Administration

Suffolk University

2018 - 2021

Summa Cum Laude, International Business and Big Data and Business Analytics

LANGUAGES

English - Writing, Reading, Speaking

Mandarin Chinese - Writing, Reading, Speaking

PROFILE

Passionate and creative professional with over 5 formal years of work experience in various industries and across 2 continents. A strong communicator and trusted advisor to leaders of organizations that strive to achieve business goals that are mission-motivated.

WORK EXPERIENCE

Global Diversity, Equity, and Inclusion Product Manager

Aperian

April 2022 - February 2024

- Served as the subject matter expert for diversity, equity, and inclusion (DEI), advising on product strategy based on user and market insights
- Proactively contributed to the organization's go-to market strategy as well as sales enablement, such as establishing the gold standard for internal product launches
- As thought leader, moderated and spoke as a panelist at webinars that attracted over 200 global human resource leaders
- With strong relationship-building skills, built effective teams and strategies critical for high-impact projects
- As product owner of the Inclusive Behaviors Inventory, improved product features based on product metrics and user feedback
- Modernized product offerings by designing workshops around identity, allyship, and current DEI topics
- Partnered closely with marketing, authoring blogs and resources for B2B clientele
- Developer and strategist for nurturing customer relationships through building a community for professionals certified in the implementation of GlobeSmart and Inclusive Behaviors Inventory.

Consultant and Analyst

Self-Employed

May 2021 - April 2022

- Gathered critical insights by facilitating focus groups globally in 2 languages, English and Mandarin Chinese
- Architected actionable and equitable recommendations for B Lab, the certifying entity for B Corporations on their certification review process
- Designed current and activity-rich curriculum for organizational health training companies
- As Career Coach, developed content and workshopped career development strategies with students of marginalized identities
- Demonstrated stellar community and relationship management through the founding of Asian Accountability Circle

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Raleigh, NC

FEATURES

- ["8 HR Trends for 2024"](#) by HR Exchange Network
- [LinkedIn Article, "White Supremacy, and the Raging War for Change"](#) by Aaisha Joseph
- ["How to Write a Recommendation Letter"](#) by Chegg Life

RECOGNITIONS

- 2024 Suffolk Alumni's 10 Under 10
- 2023 Award Winner of COLOR's POWER 40 Under 40
- Practitioner in the National Aeronautics and Space Administration (NASA) Astrophysics database of Inclusion, Diversity, Equity, and Accessibility (IDEA) practitioners

STRENGTHS

- Collaboration across differences
- Exceptional business writing & communication skills
- Exceptional relationship management skills
- Cross-functional team and relationship building
- Excellent customer service
- Extensive leadership in advocacy

WORK EXPERIENCE CONTINUED

Diversity, Equity, and Inclusion Analyst Intern

Environmental Defense Fund

June 2020 - August 2020

- Devised informed recommendations on increasing inclusion and equity by analyzing DEI recruitment efforts for the flagship fellowship program that yields almost 1,000 applications annually
- Proactively educated the workforce by creating "DEIJ@Work" training for about 40 EDF+Business staff, including senior leadership
- Demonstrated resourcefulness by locating population data for the landscape analysis of US graduate programs to inform recruitment decision-making
- Incorporated inclusive language and questions in over 5 outward-facing surveys and marketing collaterals

Guest Relations Agent

Singapore Marriott Tang Plaza Hotel

June 2015 - September 2017

- Achieved "Best Arrival Experience", "Best Departure Experience" and "Highest Upseller"
- Achieved 120% in sales of seasonal products upon delegation to the annual retail operations
- Streamlined procedures and processes by taking the initiative to design new forms, training manuals, and templates
- Established and maintained a network with regular guests of the hotel
- Received commendation letter from the President and Managing Director of Asia Pacific, Marriott Asia Pacific Office for outstanding customer service

Marketing and Sales Intern

Song Be Golf Resort, Vietnam

September 2014 - January 2015

- Demonstrated project management skills by managing the resort's events, golf operations, sales forecast, and graphic design
- Self-taught Adobe Photoshop and Illustrator to create enticing event banners and marketing collaterals
- Fostered customer relations with stellar business communication over email
- Designed and delivered a workshop on service excellence to 250 caddies, overcoming language and cultural barriers

SPEAKING ENGAGEMENTS

"Psychological Safety with a Global Lens" 2023

Aperian

Panelist, Singapore & U.S.A Subject Matter Expertise in IDEAS

Changemakers Summit 2021

Act to Change x Hate is a Virus

Presenter, "Your Power as Youths: Navigating Intersectional Advocacy and Your AAPI Identity" Workshop

Social Justice Summit 2020

Suffolk University

Organizer and Creator, "American Dream No More: Immigration as a Political Tool" Panel Discussion