

TRACEY HARRISON-HILL

Master of Business Analytics Candidate
Behavioural Insight ♦ Data Analytics & AI ♦ Learning Design
tharrisonhill@gmail.com · 0411 051 669 · Wongawallan QLD 4210 · linkedin.com/in/tracey-harrison-hill

PROFESSIONAL SUMMARY

I am a Master of Business Analytics candidate at UQ bringing extensive professional experience in higher education leadership, curriculum design and small-business operations into a growing data analytics and AI skill set. My academic background includes a PhD in tourist behaviour with qualitative and quantitative research skills and program director roles spanning two universities. My postgraduate analytics study has added applied capability in Python, R, SQL and Power BI across coursework projects ranging from machine learning to AI ethics to digital transformation strategy. I work well across the full chain from messy data to stakeholder-ready insight.

KEY SKILLS

Data Analytics: Python (Jupyter) · R (RStudio, Shiny, ggplot2) · SQL · Power BI · SPSS · machine learning, clustering, regression, forecasting, NLP

Research & Behavioural Insight: Quantitative & qualitative mixed-methods design · survey methodology · thematic analysis · expertise in consumer and tourist behaviour

Strategy & Communication: Business case development · stakeholder analysis · dual-audience reporting · translating technical findings for non-specialist audiences

Leadership & Coordination: Program director, curriculum governance and accreditation · operations and compliance management · staff training and capability building

PROFESSIONAL EXPERIENCE

Teaching Fellow (Casual) ♦ *Bond University & Griffith University* ♦ 2024–2025

- Designed and delivered student-centred learning experiences at Bond University (Bachelor of Sport Management, in-person) and Griffith University (Master of Business, mixed-mode).
- Applied academic integrity processes, provided assessment feedback, and used LMS platforms and Microsoft 365 for administration and reporting.

Museum Manager ♦ *Gold Coast Motor Museum (GCMM)* ♦ 2021–2024

- Directed operations, compliance, documentation, reporting and workflow improvement for an award-winning tourism attraction; management contribution informed GCMM receiving the Gold Coast Emerging Business of the Year award (2022).
- Developed marketing collateral, visitor data capture systems, and standardised operational documentation, including workflow guides, checklists and SOPs, where none had previously existed.

Self-employed Freelance Photographer ♦ *Photo by Trace* ♦ 2014–2021 ♦ [Portfolio](#)

- Operated a freelance photography business including art sales and client commissions. Produced, marketed and sold landscape and wildlife fine-art photographic prints. Managed end-to-end delivery of client briefs for event and pet shoots. Handled all administrative operations and scheduling for weekend bookings.

Career Pause: Medical Recovery ♦ 2017–2021

Focused on recovery from stage IV metastatic melanoma. Returned with renewed clarity, resilience and commitment to impact-driven work.

Senior Lecturer, College of Business, Law & Governance ♦ *James Cook University* ♦ 2010–2017

- Coordinated multi-campus, cross-faculty teaching teams across online, blended and face-to-face delivery modes, managing documentation, assessment processes and reporting.
- Contributed to curriculum governance, policy consultation and quality assurance through active involvement on College and JCU Education Committees.
- Led redevelopment of subjects in online and blended modes and mentored academic staff in digital adoption, inclusive pedagogy and compliance with institutional policies.

Lecturer & Program Director, Griffith Business School ♦ *Griffith University* ♦ 2000–2010

- Directed academic programs across marketing, consumer behaviour, tourism and sport; led program consolidation and pathway redesign to improve student outcomes.

- Managed and contributed to collaborative applied research projects through the CRC for Sustainable Tourism, engaging industry partners and using mixed methods to investigate consumer behaviour and destination marketing.
- Managed curriculum reviews and coordinated team-based accreditation documentation for AACSB and EQUIS processes, with responsibility for curriculum mapping and benchmarking.

Associate Lecturer, Marketing ♦ Griffith University ♦ 1993 - 1999

- Developed teaching materials and assessment processes with a refine-reiterate mindset of improving student outcomes. Taught face-to-face in marketing, consumer behaviour, strategic management, tourism management and sports management subjects.

SELECTED ANALYTICS PROJECTS

The following projects were completed as coursework within the Master of Business Analytics at the University of Queensland and are presented as evidence of analytical capability, chosen to show range across tools and methods.

Higher Education Assessment and Learning Integrity in the age of Generative AI

- ♦ MBusAn · group presentation + individual report · 2026
 - Applied the ELSI (Ethical, Legal, Societal Impact) framework to analyse assessment and learning integrity in Australian higher education under generative AI, from the regulatory perspective of TEQSA.
 - Co-presented findings to the cohort as part of a group presentation, then independently authored a report with policy-level recommendations.

Strategic Implementation Project Plan: National Sustainability Framework for the Visitor Economy

- ♦ MBusAn · began as group work, individually authored final report · 2025
 - Authored a comprehensive business case applying advanced analytics and data-driven insights to implement the National Sustainability Framework for the Visitor Economy for a fictitious national hotel chain and event management organisation.
 - Developed financial modelling (NPV/ROI) over a four-year horizon, a phased project schedule with stage-gate governance, a comprehensive risk register and a change adoption and benefits realisation strategy.

Socio-Educational Disadvantage: Queensland NAPLAN Analysis

- ♦ MBusAn · self-sourced real public data (ACARA / Qld Government) · 2025
 - Built an interactive multi-tab R Shiny application exploring educational equity indicators (NAPLAN, ICSEA, IRSD) across Queensland LGAs and schools, with choropleth mapping and filterable views.
 - Applied k-means clustering to identify geographically and socio-economically distinct school clusters, informing a pilot-site selection framework.

Real Estate Predictive Modelling

- ♦ MBusAn · real property sales data (provided dataset) · 2025
 - Built and compared logistic regression, Elastic-Net and random forest models to predict whether a property would sell above or below listing price, incorporating TF-IDF and SBERT text features.
 - Selected a hybrid model balancing interpretability and performance, and interpreted results using SHAP values and calibration analysis.

Educational Data Dashboard Prototype: State Education Department

- ♦ GCBusAn · simulated stakeholder brief · 2024
 - Conducted stakeholder analysis and pain-point mapping, then cleaned and transformed data in Python before building a Power BI dashboard prototype with geospatial mapping of student outcome patterns.

EDUCATION

Master of Business Analytics · University of Queensland · in progress, expected 2027

Graduate Certificate in Business Analytics · University of Queensland · GPA 7.0 · 2025

Doctor of Philosophy · Griffith University · Tourist Behaviour & Destination Marketing · 2001

Graduate Certificate in Higher Education · Griffith University · 2001

Bachelor of Commerce (Honours) · Griffith University · Tourism Marketing · 1991

PROFESSIONAL DEVELOPMENT

AI Bootcamp in Learning Design · Dr Philippa Hardman, completed 2026

Designing for Learning · UTS, completed 2026

TOOLS & TECHNOLOGIES

Analytics: Python · R · Power BI · SQL · SPSS · NVivo · Qualtrics · Jupyter Notebook

EdTech: Canvas LMS · Blackboard LMS · Camtasia · Miro · Canva · Zoom · Endnote

Microsoft 365: Word · Excel · PowerPoint · Teams · SharePoint · OneDrive · Outlook

Creativity: Adobe Photoshop · Adobe Lightroom · Capture One · DaVinci Resolve · Adobe Premiere Pro

SELECTED ACHIEVEMENTS & VOLUNTEER LEADERSHIP

Distinguished Service Award ♦ *Agility Dog Association of Australia* ♦ 2017

For 25 years ongoing service including as a judge, judge mentor, instructor and board member.

Represented Australia ♦ *World Agility Championships* ♦ Belgium 2008 ♦ United Kingdom 2010

Selected to compete for Australia at the IFCS World Agility Championships in 2 consecutive championships.

Founder, Chief Instructor ♦ *Wild About Agility Gold Coast Inc* ♦ 2000–2010

Founded and led a community sports organisation, designing structured coaching programmes for adult learners across skill levels; programmes were adopted by the Agility Dog Association of Australia (ADAA) for state-level training camps.

Ride Host ♦ *Distinguished Gentlemen's Ride, Tamborine Mountain* ♦ 2021–present

Coordinate an annual charity motorcycle ride supporting men's critical health issues.