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Language

- Mandarin (Mother Tongue) and English (Fluent)

Marketing Skills

- Advertisement and PPC : Google ads and Facebook ads
- SEO and Social Media Management: Google, Facebook, and Instagram
- Website Development: HTML, CSS, Javascript, JSON, WIX, Wordpress
- Client service: Design services, new service projects, sales events, etc.
- Partnership management: Develop business network with schools and travel agents

Technical skills

- Microsoft Azure Solutions Architect Expert (Certification ID: 989947536)
 - AZ-300 Microsoft Azure Architect Technologies
 - AZ-301 Microsoft Azure Architect Design
- PowerShell, Docker container, File explorer
- Data analytical tools: SQL, Tableau, Visual Studio, Excel
- Google Analytics (Google Analytics Certification)

Education

Southern Methodist University

Dallas, Texas

— *Master Science in Management*

May 2019

National Taipei University

Taipei, Taiwan

— *Bachelor of Public Administration and Policy*

Jun. 2013

Experience

Soonest Express Inc.

Grapevine, Texas

— *Marketing Analyst*

Sep. 2019 — Present

- Analysed and visualised logistics data to develop actionable strategies, resulting in 80 prospects in 3 months
- Developed and executed a SEO plan to align with the company's goals: 170% YoY increase in web visits and brand awareness in Dallas/Fort Worth Area
- Created high-quality and engaging web content to support leads generation for existing logistics services and new e-commerce service
- Maintain SEO by updating website content, metadata, JSON, and keywords.
- Created timeline and executed marketing strategies to support new service project

Abithe International Education

Taipei, Taiwan

— *Co-Founder / Marketing Manager / Education Consultant*

Dec. 2016 — Aug. 2018

- Led marketing team and stimulated sales by holding events, providing discounts, etc. to achieve monthly sales (\$30,000/month) goals
- Planned and executed marketing strategies and ROI target to support volume and sales growth
- Developed the digital marketing strategies and analytics to achieve a data-driven digital marketing culture
- Identified issues and improved social media strategies via AB test, campaign performance and, data report
- Designed services and pricing, and proactively spotted potential problems that could harm the corporation prestige or clients' benefits
- Entered over 50 partnerships with universities, language schools, travel agencies to offer end-to-end solutions to clients
- Conducted multi-year product planning to determine product life-cycle decisions and ensured consistency with overall marketing and corporate strategy
- Designed employee trainings and built healthy team environment

Omega Study Abroad Centre

— *Consultant and Project Manager*

Taipei, Taiwan

Apr. 2015 — Dec. 2016

- Managed a portfolio of clients applying to graduate-degree and language programs by providing ongoing academic and career counselling
- Realised annual revenue of \$90,000 over 100 clients from both graduate and language programs, and of \$75,000 over summer and winter camp projects.
- Assisted in over 120 application for clients applying to overseas Universities (English speaking countries and Germany, Spain, and France)
- Managed summer and winter camp projects for students from 14 to 22, and implemented tasks including holding events, recruiting students, arranging accommodation, and visa application
- Provided expertise and coached admitted clients to complete visa application forms and immigration checks

Standard Chartered Bank

— *AML Compliance Officer*

Taipei, Taiwan

Apr. 2014 — Apr. 2015

- Implemented KYC/AML transaction monitoring and reviewed alerts triggered by an automated system
- Maintained records of high-risk customers and enterprises; reported suspicious activities to the Financial Supervisory Commission, Taiwan's financial regulator

Taipei Fubon Commercial Bank

— *Executive Assistant to the VP, Risk Management*

Taipei, Taiwan

Apr. 2010 — Jul. 2013

- Issued purchase requisitions for supplies and equipment, liaison with the Procurement Management unit on product alternatives and reviewed requests for payments

Academic Projects**Web and Social Media Analytics**

- Explored text and data mining, including how to interpret structured, semi-structured, and unstructured user-generated content
- Utilised analytic tools such as NodeXL, R, and Google Analytics to model, visualise, and understand network data

Marketing Management

- Analysed the development of select organization's marketing policy, strategy, and tactics, with a global perspective
- Developed a disciplined and data-driven process to address marketing issues and challenges

Digital Strategy

- Explored conceptual tools to analyse and critically assess the viability of digital strategies intended to create value and competitive differentiation
- Assisted a non-profit to redefine its vision, goals, opportunities, and initiatives by leveraging digitalisation to identify competitive advantages

Customer Insights and Market Intelligence

- Demonstrated how firms can gain insights about a product market/ customers/ competitors by using primary data from surveys and qualitative research
- Evaluated quantitative and qualitative analytical approaches (dashboard and drill-down approach) to make sound marketing decisions related to product, price, place, and promotions

Business Intelligence

- Used SQL, Power BI, and virtual machine to model, visualize, and present effectively competitor and industry level insights to all relevant stakeholders.