

Amber (Chiahui) Lin

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EDUCATION

● MSc in Global Business and Decision Analytics

The Hong Kong Polytechnic University | Hong Kong | Sep 2024 - Oct 2025 | QS 54

- Specialized in Project Management, Business Analysis, Global Sourcing and Supply Chain, Risk Management, etc.,

● BEng (BS) in Computer Science and Technology

East China University of Science and Technology | Shanghai | Sep 2018 - June 2022 | 211

- Capstone Project : Design and Implementation of a Microservices-Based E-commerce Platform

INTERNSHIP EXPERIENCE

● Taiwan Zhanzhou Co., Ltd | Business Analysis Intern | Taipei, Taiwan | Jan 2023 - Oct 2023

- Orchestrated end-to-end business data flows to ensure decision-ready intelligence for executive strategy formulation;
- Conducted multi-scenario analysis of customer needs to pinpoint operational inefficiencies and strategic opportunities;
- Led cross-functional collaboration with Marketing, Sales, and IT teams to drive a strategic, data driven project;
- Achieved a 20% increase in customer retention, driving measurable growth in business value.

● Apple Retail Store (Apple Inc.) | Sales Intern | Shanghai, China | Aug 2021 - Oct 2021

- Maintained stable operations during product launches, ensuring smooth customer experience and high satisfaction;
- Partnered with frontline teams to analyze insights and optimize service workflows;
- Contributed to a 15% sales uplift and a 10% increase in customer return rate, surpassing performance targets.

● Ctrip | Business Operations Intern | Shanghai, China | July 2021 -

-Led market research to identify and capitalize on underserved day-tour niches, such as in-depth local experiences and special interest tours. Formulated and executed a new product strategy.

RELEVANT ACADEMIC PROJECTS

● Digital Economy & Consumer Behavior — Nezha 2 Box Office Analysis | Hong Kong | Apr 2025

- Conducted text mining and multiple regression analysis to evaluate key success factors of the film;
- Analyzed social media sentiment to optimize marketing strategies.

● Tesla Risk Management Case | Hong Kong | Apr 2025

- Utilize the DIESIE model to identify supply chain and reputational risks;
- formulate short-term contingency plans and long-term risk prevention and control strategies;
- apply Gantt charts and fishbone diagrams for project management and problem analysis.

● Cross-border Business Decision — Pop Mart U.S. Expansion | Hong Kong | Dec 2024

- Led market entry analysis for the U.S., assessing competitive landscape and cultural differences;
- Developed differentiated product positioning and localized marketing strategies tailored to the U.S. consumer market.

INDUSTRY CERTIFICATIONS

Coursera	Python Programming	2020
Coursera	IBM Product Manger	2025
Coursera	Google Data Analytics	2025

PERSONAL

-**Technical Skills:** Excel, Office, SQL, Python, Figma, SEO/SEM, Project Management, Market Analysis, E-Commerce, Supply Chain, Global Business

- **Languages:** Mandarin Chinese (Native), English (Fluent), Japanese (Beginner)

- **Interests:** Piano, Pilates, Fitness, Travel, Listening to Podcast, Reading, Meditation