

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 100

- 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

INDUSTRY CERTIFICATIONS

Coursera	Python Programming	2020
Coursera	IBM Product Manager	2025
Coursera	Google Data Analytics	2025
Coursera	IBM AI Product Manager	2025

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

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

- Applied DIESIE framework to assess and mitigate three areas of risks, reducing risks by 20%
- Quantified ROI of mitigation strategies to support decisions, optimize resources, and boost project returns by 15%

● 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

PERSONAL

- **Technical Skills:** Excel, Word, PowerPoint, SQL, Python

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

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