

I am Hsu Hsuan-Yun, graduated from the Consumer Analysis and Marketing Strategy at University of Leeds. As an emerging professional, I bring to the table a robust academic background coupled with a fervent passion for the industry, eager to translate theoretical knowledge into practical proficiency. Throughout my academic tenure, I diligently sought opportunities to apply theoretical frameworks to real-world scenarios, consistently maintaining a proactive and enterprising mindset.

- Academic Journey:

My tenure at Leeds University transcended conventional learning paradigms, offering me not only a global perspective but also instilling in me the resilience to tackle challenges independently. Embracing a collaborative approach, I actively engaged with peers to exchange insights and strategize optimal solutions across various academic projects. This collaborative ethos not only fostered creativity but also imbued me with invaluable leadership, communication, empathy, and innovative thinking skills. Furthermore, interactions with a diverse cohort of classmates inspired the direction of my thesis, focusing on elucidating the prevalence and predictive efficacy of recommendation systems within contemporary e-commerce platforms.

- Work Experience:

My tenure at McDonald's as a service crew member provided me with hands-on experience in maintaining composure under pressure, fostering effective interpersonal communication, and delivering impeccable customer service. Additionally, driven by an insatiable appetite for knowledge and self-improvement, I dedicated my spare time to acquiring foundational knowledge in front-end design principles and UI/UX fundamentals, thereby fortifying my skill set for future endeavors in the industry.

- Future Aspirations:

In my professional trajectory, I am resolutely committed to forging robust industry affiliations and perpetually delving into consumer behavior dynamics and market trends. I firmly believe that by meticulously observing daily routines, deciphering consumer proclivities, and assimilating emerging industry insights, I can effectively contribute unique value propositions to prospective employers. Of particular interest is the cultivation of acute discernment regarding consumer habits and purchasing patterns, thereby facilitating the seamless orchestration of bespoke PR and

marketing campaigns.

Acknowledging the paramount significance of data-driven decision-making in contemporary business landscapes, I harbor aspirations to refine my analytical acumen through the acquisition of proficiencies in SQL, Python, and obtaining pertinent Google marketing certifications. I am confident that such endeavors will not only augment my analytical and research prowess but also synergize seamlessly with organizational imperatives, thereby fostering enhanced strategic planning and execution prowess in PR initiatives.

In my capacity as a digital multimedia marketing professional, I envisage leveraging my adept communication proficiencies to nurture and steward enduring relationships with media outlets and clients alike. Moreover, harnessing my adeptness in data analytics, I endeavor to enhance the precision and efficacy of our endeavors, thereby elevating the caliber of services rendered to clientele. Eager to seamlessly amalgamate theoretical erudition with practical prowess, I am poised to chart an illustrious trajectory, characterized by substantive contributions to organizational objectives and enduring value creation.