

Annette Chiu

350 West 43rd st 12E, New York, NY 10036
(702) 934-6302 | achiu8@fordham.edu | www.annettechiu.com

EDUCATION

Fordham University

*Master of Science in Data Science, Computer and Information
Gabelli School of Business GPA 3 Credits*

New York, NY

Aug 2018 - Feb 2020

Relevant Coursework: Data mining, Machine learning, NoSQL database system, Python

National Tsing Hua University

Bachelor of Science in Industrial Engineering and Engineering Management

Hsinchu, Taiwan

2010 - 2014

PROFESSIONAL EXPERIENCE

Korean Online Fashion Shop

Project Management

Taipei, TW

Jun 2022. - now

Citi Bank Taiwan

Project Management

Taipei, TW

Feb 2022- Jun 2022

Above LLC. Fintech Start Up

Project Management

Taipei, TW

Oct 2021- Jan 2022

Fubon Financial Holding Co.

Business Intelligence Analyst

Taipei, TW

Nov 2020 – March 2021

- Identify patterns and analyzed the effect of marketing activities (campaigns, ads, emails) and design changes on metrics such as retention rate, customer lifetime value with Google Analytics.

Abacus Business Computers LLC.

Business Intelligence Analyst

New York, NY

Nov 2016 - Present

- Identify patterns and analyzed the effect of marketing activities (campaigns, ads, emails) and design changes on metrics such as retention rate, customer lifetime value with Google Analytics.
- Create weekly reports, built and maintained dashboards for products, users' subscription, and website traffic in
- Tableau and Data Studio and presented the findings to managers and colleagues.
- Interpret A/B testing to optimize landing page performance and performed ETL using SQL and Python scripts.
- Conduct market research and provided analytical support for the google analytics project, helping the sales team increase the number of viewer on google map by 22%.

Change Fashion INC.

Associate Marketing Manager

New York, NY

Jul 2017-Oct 2018

- Collected, aggregated and synthesized sales, market and consumer data
- Tracked sales of the category on a weekly basis and provide key

highlights, challenges, and opportunities to the squad (e.g., eCommerce, Operations, Sales Planning or Advanced Analytics) Created and updated launch trackers

- Monitor reviews and ratings and consumer sentiment through social listening to report back learnings and insights.
- Conducted competitive research including new launches, pricing, and sales drivers
- Tracked trends that impact the category (via Google/SEO, etc.) and translate into insights
- Helped to prepare materials for merchandise buyers meetings

Everylibrary

New York, NY

Data Science Intern

Jul 2018 – Oct 2018

- Led team of 3 employees in all operation including sales, engineers and designers.
- Applied text mining in Python to extract popular topics and gain insights from unstructured textual data.
- Analyzed data to evaluate scenarios, identify efficacy of data, determine potential predictive value, and identify best modeling/machine learning techniques applicable.
- Helped the team provide accurate data analysis and optimal solutions with identifying patterns and trends of user demographic and engagement data in Python.
- https://www.everylibraryinstitute.org/library_funding_map

WPIX Television Station - PIX11 News

New York, New York

Business Intelligence Analyst

Nov 2018- June 2019

- Fortune 100 Fastest Growing Company Top 8 (Nexstar Media Group) WIPX-TV (Emmy Award-Winning Team)
- I conducted a detailed analysis of business processes to identify underperforming areas and devise improvement plans to enhance operational efficiency, optimize reimbursement, and prevent potential cash losses.
- Collaborated with the Emmy Award Winning team to design and institute analytics and strategy reports monitoring campaign performance. Developed and implemented policies to maximize revenue on promotional activities and advertising initiatives across multiple media channels.
- Guided Facebook analytics and marketing campaign for PIX 11's Facebook page, reaching 700K+ followers.
https://www.facebook.com/pix11news/?epa=SEARCH_BOX

Formosa Plastics Group - Medical Division (Fortune 500)

Taipei, Taiwan

Project Manager

Jun.2015- Jul.2016

- Led team of 10 employees in all operation including sales, engineers and designers.

The Medical Division of Formosa Plastics Group is the most prestigious medical organizations in Taiwan with over 100,000 employees and 7 hospitals. FPD is also Taiwan's largest private

enterprise. Led strategic development and planning of the official website platform in terms of UI/UX, MySQL database, A/B testing and GA related procedures, creating website prototype in just one week. Initiated relationship with Amazon to determine business needs to build and maintain Amazon AWS partnership. Developed business model to analyze implementation details of machine learning.

EXTRA-CURRICULAR ACTIVITY

7th International Conference, VAMR 2015(Part of HCI International 2015)

Los Angeles, CA

Multimodal Digital Taste Experience with D'Licious Vessel Aug 2-7 2015

Contribution: Questionnaire and prototype design and conduct user behavior analytics. Using Excel for Statistical Analysis and data vitalization.

43rd North American Manufacturing Research Conference, NAMRC 43, UNC Charlotte, North Carolina, United States

A Review on 3D Printing for Customized Food Fabrication June 8-12, 2015

Contribution: Questionnaire and prototype design and conduct user behavior analytics. Using Excel for Statistical Analysis and data vitalization.

Social Network-Based Recommend System

NTHU IEEM Graduation project -Award for excellent performance - Submitted for Industrial Mangement & Information Technology Innovation Seminar July 2014

TALKS

Taiwanese Data Professionals at Wework New York

2017

It's About Time, Data People | Marketing Data Analyst @ ChangeFashion

Harvard Business School Startup Studio

2017

Inspiring Women Share How They Became Data Scientists

SKILLS & INTERESTS

Languages: English (Business proficient); Mandarin (Native)

Technical Skills: Python, R, SQL, SPSS, Tableau, Mongo DB, Excel (VLookup, PivotTables)

Tableau Public: <https://public.tableau.com/profile/annette.chiu#!/>