

Pingyu Shih

(+1) 5513493746 | ps4728@nyu.edu

EDUCATION

New York University (QS Top 50)

New York/USA

Master of Science; Major in Management and Systems Database Technology (STEM)

09/2022-06/2024

- **GPA:** 3.88 / 4.0

- **Major Coursework:** Quantitative Models for Decision Making / Database Design and Management / Data Analysis / Project Management in the Information Age / Strategic Management of Technological Innovation

Fu Jen Catholic University

New Taipei City/Taiwan, China

Bachelor of Science; Major in Hospitality Management

09/2018-06/2022

- **GPA:** 3.97 / 4.0 (Top 5%)

- **Honors/Awards:** Scholarship (2019) / Special Merit Award in School Thesis Competition / Best Paper Award during ICHTL 2022

- **Major Coursework:** Behavioral Consumer Psychology / Financial Management / Human Resource Management / Cost Management / Statistics

INTERNSHIP EXPERIENCE

LG Energy Solution

Shanghai/China

Intern, Market Intelligence Team

06/2023-Present

- **Hot News Collection:** Collected news related to EV market and Li-ion battery market for daily reporting and assisted in summarizing weekly reports
- **Follow-up on Industry News:** Participated in “China Automotive Forum” and “Energy Storage and Li-ion Battery Technology Forum”, kept abreast of and summarized important information and market trends
- **Corporate Strategic Analysis:** Conducted a competitor analysis of 20+ leading companies in the new energy industry, collected information on their revenue, performance growth and product analysis, also assisted in studying industry research reports to provide targeted solutions to the questions proposed by the headquarter
- **Industry Research:** Produced 9 reports on the power battery industry, including market analysis of materials, companies and future development in the upper, middle and lower reaches, which were recognized by leaders

AbbVie

Taipei City/Taiwan, China

Remote Intern, Sales Force Effectiveness Team

04/2023-04/2023

- **Data Analysis:** Assisted in the data summary of 100+ Taiwan medical aesthetic clinics, with the data lists exceeding 1000, using Excel for data cleaning, finally completed 16 files which were recognized by the mentor

AmCham

Taipei City/Taiwan, China

Intern, Membership Department

10/2020-01/2021

- **Project Management:** Responsible for annual program membership online directory, formulated the marketing plan to conduct phone and email sales, also tracked client files, and finalized the renewal/upgrade of 500+ programs
- **Creative Innovation:** Used Canva to re-design the Chamber’s promotional DM, allowing members to better understand the differences and advantages of the directories when using them, received praise from the mentor
- **Achievements:** Increased the sales by 8% compared to the previous year through the promotion of the new DM as well as the cooperation with Sales, Promotion and Finance Departments
- **Process Optimization:** Optimized SOPs and created a process planning manual for new interns’ reference, meanwhile, edited the members’ manual video to facilitate members’ understanding of the program

PROJECTS

GOOGLE PLAY STORE Data Analysis

New York/USA

Data Modeler and Analyst

02/2023-05/2023

- Responsible for modeling and data import of 14,000+ data items for Play Store user & software application analysis
- Used Excel for data cleaning, then applied SQL for data modeling and SQL loader for data entry, Oracle SQL for data organization, and Tableau for data analysis and presentation
- Completed the overall data analysis, also learned to utilize Firebird for secondary organization, won an A grade

EXTRACURRICULAR ACTIVITIES

Skyline.tw (International Talent Convergence Platform)

Taipei City/Taiwan, China

Campus Ambassador

02/2021-08/2021

- **Translation and Promotion:** Translated materials on 12 international internships/competitions and promoted them on Skyline’s website, reaching 3000+ people
- **Project Planning:** Collaborated to plan an online campus seminar, responsible for proposal formulation, planning, marketing, promotion and sales, with 100+ attendees, finally won the recognition of Skyline’s founder
- **Project Result:** Led a team to participate in a brand upgrade competition and won a prize

SKILLS & INTERESTS

Languages: 3 years’ overseas study and living experience, adapted to the English-speaking environment

Certifications & Training: CFA L1 Candidate

Technical Skills: SQL, Tableau, MS Word, PowerPoint, Excel, SPSS, AMOS, Lingo

Interests: Snowboarding (AASI L1 Candidate), Scuba Diving (OW), Taekwondo (Red and Black Belt)