

# YI-CHEN ZHANG

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## PROFESSIONAL EXPERIENCE

### Advantech Europe, Eindhoven, The Netherlands

2024.02 – Present

#### Artificial Intelligence Intern

- Analyzed the recency, frequency, and monetary of customers, gave insight, and presented to stakeholders.
- Developed customer lifetime value models by using probabilistic and machine learning models to predict how many purchases and the amount of customer spending in a given time.

### Dcard, Taipei, Taiwan

2021.08 – 2023.08

#### Senior Ads Optimizer

- Led a team of 6, built a monitoring dashboard, and set up guidelines, improving the overall CTR by 50%.
- Boosted AD CTRs by over 200% for global clients (e.g., Google, Toyota, L'Oréal, SHISEIDO) by using A/B testing.
- Supervised two juniors to get on track in a month and optimized their SQL queries for ad-hoc analysis.
- Successfully coordinated with engineers and PMs for third-party ad integration, achieving a 13% revenue gain.

### Efficient International Technology, Taipei, Taiwan

2020.08 – 2021.07

#### Digital Marketing Specialist

- Developed a detailed SEO strategy, increasing both the click rate and exposure rate by 80% and 85%.
- Evaluated SEO performance and reported it to my team with SEMrush, Google Analytics, and Search Console.
- Performed competitor analysis with Excel for a pricing strategy and reported them to my supervisor monthly.

## EDUCATION

### Tilburg University, The Netherlands

2023.09 – Present

#### Master of Data Science and Society

- Relevant courses: Data Mining for Business and Governance, Statistics and Methodology, Big Data, Data Processing, Machine Learning, Computational Statistics, Deep Learning, Data Science Regulation & Law

### National Chengchi University, Taiwan

2016.09 – 2020.01

#### Bachelor of Business Administration, Cumulative GPA: 3.96/4.3

- Relevant courses: Statistics, Management Science, Math with Business Application, Information Management
- Exchange program: University of Groningen (2018.09-2019.01) & Kozminski University (2019.02-2019.06)

## PROJECTS

### [Predict the types of cancer with images \(Python, Deep Learning\) @ Tilburg University](#)

- Performed classification prediction with 95% accuracy by using deep learning models and transfer learning.

### [Predict year with text data of thesis \(Python, Machine Learning\) @ Tilburg University](#)

- Carried out vectorizer, missing data imputation, feature engineering, and tuning, leading to MAE 2.4 (3<sup>rd</sup> prize).

### [Trend of Spotify Songs \(Power BI\) @ Data Science Day](#)

- Used gauge, bar, slicer, card, stacked area charts to see the trend of Spotify songs from 1930 to 2023.

### [Campaign Monitor Dashboard \(SQL\) @ Dcard](#)

- Created a monitor dashboard, saving my team 2hrs per day and raising revenue from the AD network by 12%.

### [CPC Analysis Dashboard \(SQL\) @ Dcard](#)

- Monitored CPC performance in terms of campaign, industry, and creative each month for pricing strategy.

### [Daily Traffic Report Automation \(Google Apps Script, Spreadsheet\) @ Dcard](#)

- Wrote a Script to automate a daily traffic report, reducing 8-hr routine work per week.

### [LinkedIn Jobs Analysis \(Python, Selenium\) @ Side Project](#)

- Scraped job positions from Western European countries to get an overview of the market for a data analyst.

### [Website Development \(HTML, CSS, JavaScript, MySQL, PHP\) @ Efficient International Technology](#)

- Created two websites from scratch with HTML, CSS, and JavaScript, saving our company around 6,000 euros.
- Founded a MySQL database and connected it through PHP to get customers' inquiries.

## SKILLS & INTERESTS

**Technical Skills:** Python, SQL, R, Tableau, Power BI, HTML, CSS, JavaScript, PHP, Google Apps Script

**Language Skills:** Chinese, English, French(B1); **Interests:** Learn languages, Board game, Swim, Travel, Make videos