
EDUCATION

COLUMBIA BUSINESS SCHOOL**MBA**, Media and Technology, May 2025

New York, NY

2023 - 2025

- *Honor*: Forté Fellow (merit-based scholarship recipient; 25% tuition)

NATIONAL CHENGCHI UNIVERSITY**BA**, English Literature and Economics (Dual Degree)

Taipei, Taiwan

2005 - 2010

EXPERIENCE

TANGO PUBLISHING CORPORATION*A digital media company with peer-beating growth*

New York, NY

2024 Jun - 2024 Aug

Summer Business Strategist Intern

- Collaborated with the creative team to refine content based on audience feedbacks from Google Analytics, Google Ads, and Google Search team, raising the audience engagement to 4 minutes per article, above the industry average of 2 minutes
- Optimize advertising strategies from ad planning, newsletter, to pricing by analyzing marketing effectiveness and competitive landscape, driving Jounce Score, a monetary metric for ad-supporting website, to 1.5, above the industry average of 1

TAIPEI TIMES*Largest English-language newspaper in Taiwan, a must-read for international investors*

Taipei, Taiwan

2018 - 2023

Business Desk Team Lead (2022-2023)

- Led a team of six business journalists, producing both short breaking news and long feature stories for print and website, mentored juniors on interview and writing skills, producing 500+ stories and growing pageviews by 8%, the highest of all desks
- Created a new newspaper report column through analysis of next readership trend, worked with editors and reporter teams to identify and contact 50+ start-ups as interviewees, gaining a new reader segment and raising pageviews by 9%

Senior Business Journalist (2018-2022)

- Published an exclusive report on crypto fraud in Taiwan through investigative journalism and due diligence, interviewing 50+ investors, 9 exchanges, and 3 experts, leading to the passage of Taiwan's first crypto regulations
- Authored features report on business innovation of airless bicycle tires, prompting discussion in the technology and venture capital circle, enabling the government to kickstart start-up subsidy and incubator programs
- Wrote on the unreadiness of Boeing 737Max and potential danger of buying the jet after interviewing Boeing in the US and its Asian suppliers, issuing reports that steered Taiwan's top 1 airline away to another aircraft for its new fleet purchase worth \$18B
- Wrote explainers for the news of a boat blocking Suez Canal in 2021 by using insurance data and conducting interviews to explain the impact on logistics and compensation, with reports cited by Suez Canal Authority and global news outlets such as CNN
- Conducted in-depth, in-person interviews with 200+ CEOs and companies across tech, finance, and pharmaceutical, connected the dots and wrote 2,000+ reports with cumulative 3 million page views, a high viewership for English-language news in Taiwan

UNITED DAILY NEWS*Largest Chinese-language newspaper in Taiwan, with market share of 25%*

Taipei, Taiwan

2010 - 2018

Senior Business Journalist (2016-2018)

- Published investigative reports on Taiwan's first wind power bidding and cost overruns issues by interviewing 15 developers and suppliers and using data to identify inefficient design, enabling the government to overhaul this policy, saving \$30B
- Communicated with the MOEA, Taiwan's largest business government body, for data disclosures on behalf of 50 journalists peers, reconciling conflicts, designing solutions, and succeeding in enabling the disclosure of thousands pieces of economical data
- Produced a breaking news report on Taiwan power outage in 2017 under immense pressure, exclusively reporting on the accident cause through expert interviews, earning 1 million pageviews in 1 hour, the fastest in online news history in Taiwan

Business Journalist (2015)

- Wrote on a feature story on how an EV unicorn start-up used disruptive innovation to outgrow traditional players by conducting comprehensive interviews from CEO to consumers, with reports cited as the best business story of that year

City Journalist (2010-2014)

- Authored 30+ feature stories on Taipei Mayoral Election in 2010 on Taiwan's first strong independent candidate, from the candidate profile, struggles he faced, to his winning the election, earning 1 million pageviews, the highest for a single candidate

ADDITIONAL INFORMATION

- *Certification, technical skills, and language*: CFA Level 1; Advanced Regression; Chinese (Native)
- *Awards*: 1st place in Taiwan's Sustainability News Award for reports on Net Zero challenges and transition (1st out of 52)
- *Interests*: Cycling (Champion of Taiwanese College Cup, finishing 10km steep climbs in 57 minutes); Writing; Judo playing