Shang-Cheng Shih

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EDUCATION

National Taipei University   **Sep.2020 - Jun.2025(Expected)**
BBA in Business Administration, Double Major in Statistics
GPA: 3.75/4.0
Relevant Modules: Operation Management, Strategy Management, Information Management, Organization Theory and behaviior, Computer Science and Programming (VBA), Business Computer Programming (Python), Business Analytics (Excel), Data Mining (WEKA)

RESEARCH & PROJECT EXPERIENCE

College Student Research, Ministry of Science and Technology   **Sep.2023 - Present**
Researcher
- Dedicated to advancing scientific knowledge in consumer psychology through the application of quantitative research methods.
- Conducted a thorough analysis of current research and academic papers to gain insights into consumer behavior.

Research on Skills and Educational Mismatch in Business Industry   **Sep.2023 - Dec.2023**
Team Leader
- Applied automatic web crawler(Selenium) and text mining techniques to analyze the alignment between the education of college graduates and industry demands.
- Developed a chatbot using MySQL database and Python to address students' inquiries and concerns, improving the student learning process.

Beyond Intuitive Marketing: The Pivotal Role of Data Science in Streaming Media   **Jul.2023 - Nov.2023**
Team Leader
- Successfully applied generative AI tools such as Runway, Capcut, ChatGPT, and Claude for innovative solutions.
- Build signatures using user behavior markers from DNS logs and Location-Based Services (LBS) mobile data
- Implemented supervised learning techniques and Multidimensional Scaling, for customer analysis.
- Leveraged AWS cloud computing services and Quicksight for effective Business Intelligence applications.

PROFESSIONAL EXPERIENCE

Taiwan Mobile   **Jul.2023 - Present**
Data Analyst Intern of Disney+
- Leveraged SAP BusinessObjects Business Intelligence to gather 7M+ raw data.
- Performed data cleansing and transformation using Excel functions and pivot tables to 700k subscribers.
- Employed Python for data mining, identifying potential Disney+ subscribers and providing recommendations.
- Utilized customers tagging and Generative AI for precision SMS marketing campaigns and A/B testing.

Google Developer Student Clubs   **Jul.2023 - Present**
Co-Founder & Vice President
- Founded and led GDSC@NTPU, overseeing marketing and event planning, resulting in a one-month content exposure of 10.5k, reaching 2.8k individuals, and attracting 160+ students to join.
- Served as an instructor for data analysis and visualization courses, imparting valuable analytical skills to 50+ students.
- Participating in Google Developer Group DevFest2023 Taipei, taking 5 courses focused on AI and Machine Learning.

Computer & Information Center of National Taipei University   **Jan.2022 - Jun.2023**
IT Assistant
- Worked with center managers, provided computer equipment maintenance services, demonstrating a certain level of knowledge and understanding of the information technology industry.
- Assisted teachers and students in resolving software and operating system-related issues, such as SAS, Windows, and Office Document system, showcasing problem-solving and communication skills.

LEADERSHIP

NTPU Badminton Varsity
Sep.2020 - Present

Core Team Member & Public Relationship Officer

- Served as the athlete representative for National Taipei University during the 112th academic year, demonstrating exceptional leadership and achieving notable success in regional and national collegiate sports competitions.
- Participated in the Chinese Taipei Badminton Association grassroots sponsorship program and achieved second place in the collegiate social category.
- Led the men's team to secure 4th place in the North District Championship and 9th place in the National Championship at the Collegiate Sports Games.

2022 Business Administration Camp
Feb.2022 - Jul.2022

Coordinator

- Orchestrated and managed the entire event, overseeing a total of 154 participants. The satisfaction rate during the 5-day event soared to an impressive 97.8%, reflecting the effectiveness of the project management and leadership skills employed.
- Showcased strong leadership by implementing thorough safety measures, resulting in zero reported cases of coronavirus infection during the event.

Department Student Association
Sep.2021 - Jun.2022

Sports Director

- Held the position of Team Captain for the departmental sports teams, securing the Badminton Runner-Up and Men's Basketball Runner-Up titles in the Northern Business Cup.
- Organized inter-departmental sports events and the EMBA Alumni Cup post-pandemic, earning recognition for exceptional leadership and event success, which led to a featured coverage in the departmental publication.

EXTRACURRICULAR ACTIVITIES

- *Badminton Coach,* Long-Pu Elementary School Jan.2022 - Jun.2023
- *Activities Officer & Social Media Marketing Editor*, Rock Music Club Sep.2022 - Jun.2023
- *Marketing Intern*, Meloop Technology
- *Community Service Volunteer*, Long'en Volunteer Team Feb.2022 - Nov.2022
- *Academic Mentor*, Ansi Junior High School Feb.2022 - Jun.2022

AWARDS & HONORS

- Outstanding Award in Global Digital Talent Awards, 2023
- 1st prize for seminar competition in Department of business administration, 2023
- 3rd prize in the Taiwan Mobile Data Competition, 2023
- 1st prize in Digi+Talent Data Science Project Competition, 2023
- 4th place in the National Intercollegiate Athletic Games Badminton North District Championship, 2023
- 9th place National Intercollegiate Athletic Games, 2023
- Schoolwide Athlete Representative, 2023
- The Dean's list, 2023 Spring
- Excellence Scholarship. 2023
- The Outstanding Scholarship, 2023

SKILLS

Professional Software: Excel, SAP BusinessObjects, Weka, MySQL(Intermediate), SAS

Programming Langueges: Python, HTML/CSS, C++(Basic)

Langueges: Mandarin(Native), English(TOEIC:945), Spanish(Intermediate), Japanese(Beginner)