

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: 3.74/4.0

- **Honors:** 2024 Young College Elite, China Youth Corps (Top 3/10205) | Academic Excellence Award, 2023 Spring

WORK EXPERIENCE

Disney+ Business Division, Taiwan Mobile

Jul.2023 - Dec.2023

Data Analyst Intern

- Performed advanced market and competitor analysis by cleaning and transforming data for over 700,000 subscribers in Excel, revealing critical trends in SVOD content and social media engagement patterns weekly.
- Conducted data analysis and filtered target audiences for the movie "The Devil Conspiracy" marketing campaign, achieving a CTR of 3.18% for SMS promotions, securing **3rd place** in the TWM Data Competition.

Computer Center, NTPU

Jan.2022 - Jun.2023

IT Assistant

- Executed consultation service in network management for 50+ students, optimizing the performance and reliability of their computer systems and peripherals.

MeLoop Technology

Jun.2022 - Dec.2022

App Operation Intern

- Leveraged insights from data to resonate with potential customers, authored word-of-mouth marketing content that achieved third place on Dcard's forum with 233,753 views

PROJECT AWARDS

1st Place, "AI Data Application Guide for Career Learning Paths"

Sep.2023 - Dec.2023

2023 Seminar Competition in Department of Business Administration, NTPU

- Employed AI technology, specifically Sentence-BERT with Python, to compare 60,000 job descriptions and school curricula, deriving insights that bridge gaps between educational offerings and market needs.
- Utilized association rule analysis to identify 100+ key skill patterns and correlations in workplace databases, developed a Python-based chatbot with MySQL offering personalized recommendations.

Outstanding Award, "Beyond Intuitive Marketing: The Vital Role of Streaming Data"

Jul.2023 - Nov.2023

Global Digital Talent Awards, Ministry of Digital Affairs

- Implemented advanced market sensing techniques by integrating user behavior labeling with DNS log and LBS mobile data for 700k Disney+ subscribers to enhance consumers' preference understanding.
- Exploited Decision Trees to segment target audiences based on 43 browsing characteristics, enabling precise targeting and personalized marketing strategies.
- Built Amazon Quicksight Dashboard to interpret data analytics results, facilitating informed product strategies.

LEADERSHIP

Google Developer Student Clubs

Jul.2023 - Present

Co-Founder & Vice President

- Organized 20+ tech workshops, including collaborations with **LINE Taiwan**, leveraging an in-depth understanding of the tech sector to lead 19 core members, enhancing practical skills and effectively engaging the tech community.

2022 NTPUBA Camp

Feb.2022 - Jul.2022

Coordinator

- Managed a comprehensive proposal leading a 50-person team with proactive leadership and team spirit, achieving a 97.8% satisfaction rate and maintaining zero COVID-19 infections among 154 participants over five days.

SKILLS

Language: English(TOEIC 945), Spanish

Professional Abilities: Excel, Word, PowerPoint, Notion, HackMD, Python, HTML/CSS, MySQL