Shang-Cheng Shih

+886 905-115-980 │ shangcheng.shih@gmail.com │ Portfolio │ LinkedIn │ My Website

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 │ Academic Excellence Award, 2023 Spring │ Excellence Scholarship, 2023 │ Outstanding Scholarship, 2023

WORK EXPERIENCE

Taiwan Mobile   **Jul.2023 - Dec.2023**
Data Analyst Intern

- Leveraged **SAP BusinessObjects** and **SQL** collecting raw data from over 7M users for ETL processes,.
- Performed **Excel** for data cleaning and transformation of **700k+** Dissubscribers, alongside analyzing SVOD content, social volume, and weekly trends.

Computer Center, NTPU   **Jan.2022 - Jun.2023**
IT Assistant

- Assisted **100+** with tech issues, demonstrating strong problem-solving and communication skills.
- Installed and configured software applications on a monthly basis to meet the needs of **50+** employees.

PROJECT AWARDS

1st Place - 2023 Seminar Competition in Department of Business Administration   **Sep.2023 - Dec.2023**
Team Leader

- Employed **Sentence-BERT** with Python to compare **60k** job descriptions and school curricula, generating effective sentence embeddings for semantic similarity assessment.
- Utilized **association rule analysis** to identify patterns and combinations of skills necessary for different professions, finds frequent correlations among sets of items in workplace databases.
- Developed a chatbot application with **MySQL** and **Python** and offered personalized recommendations.

Outstanding Award - Global Digital Talent Awards, Ministry of Digital Affairs   **Jul.2023 - Nov.2023**
Team Leader

- Implemented **user behavior labeling** techniques utilizing DNS log and LBS mobile data into **700k** Disney+ subscribers preferences.
- Exploited **Decision Trees** to segment target audiences based on browsing characteristics, enabling precise targeting and personalized marketing strategies.
- Applied **Multidimensional Scaling** to visualize high-dimensional data sets related to consumer behaviors.
- Leveraged **Amazon Quicksight** to interpret data analytics results, facilitating informed marketing strategies.

LEADERSHIP

Co-Founder & Vice President   **Jul.2023 - Present**
Google Developer Student Clubs

- Managed marketing and events, achieving **10.5k** content exposure, attracting **160+** registrations.
- Served as an instructor for data analysis courses, imparting valuable analytical skills to **50+** students.

Coordinator   **Feb.2022 - Jul.2022**
2022 NTPUBA Camp

- Led **50**-person team, achieving **97.8%** satisfaction.
- Enforced COVID-19 protocols, zero infections among **154** participants over 5 days.

SKILLS

Languege: TOEIC 945

Professional Abilities: Excel, SAP BusinessObjects, Python, HTML/CSS, MySQL, SAS