



CHIA-LING HSU

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SUMMARY

I embrace challenges as opportunities to grow and use imagination to solve problems creatively. With experience in data analysis, marketing support, and team leadership, I combine creativity and analytics to deliver results. Passionate about collaboration and continuous learning, I'm eager to contribute innovative ideas to a dynamic marketing team like Google's.

WORK EXPERIENCE

- WildBrain CPLG** (*Singapore-based, Taiwan office*)
Sales Intern

Jul. 2024 - Nov. 2024
Taipei, Taiwan

 - Managed 50+ licensee accounts for **Snoopy**, licensed through WildBrain CPLG.
 - Supported the development of marketing proposals and client materials tailored to user needs.
 - Facilitated collaborations between local clients and Singapore-based Snoopy licensors.
- Chyuan-Toong Logistics Co. Ltd**
Executive Assistant

Oct. 2023 - Feb. 2024
Taipei, Taiwan

 - Supported CEO with internal meetings and client communication strategies.
 - Reviewed contracts and proposals to clarify terms and ensure alignment with company goals.
- CMoney Financial Information Technology Co. Ltd**
Data Analyst Intern

Apr. 2022 - Apr. 2023
New Taipei, Taiwan

 - Analyzed data to validate marketing hypotheses.
 - Applied regression models to identify anomalies in sales performance.
 - Built Tableau dashboards to visualize user behavior and campaign outcomes.

EDUCATION

- National Chengchi University (NCCU)**
Master of Business Administration (MBA)

Sep. 2023 - Jul. 2025
Taipei, Taiwan

 - GPA: 4.03 / 4.3
 - Thesis: *The Impact of the U.S.-China Trade War on Nvidia's Supply Chain in Taiwan*
 - Relevant Courses: Marketing Management (A), Consumer Behavior (A)
- National Chengchi University (NCCU)**
Bachelor of Arts (BA) in Economics

Sep. 2018 - Jun. 2023
Taipei, Taiwan

 - GPA: 3.97 / 4.3
 - Presidential Award (2022) — Certificate for Outstanding Academic Performance

ADDITIONAL INFORMATION

Languages: Mandarin (native), English (fluent)

Certifications: Google Analytics Certification

Awards/Activities:

- YEF Startup Competition (2024) – Team Leader, 2nd Place**
 - Mediated a 5-month internal conflict, restoring collaboration and ensuring project continuity.
 - Selected as a top 10 finalist (from 100+ candidates) to visit innovation labs and marketing programs at MIT and Harvard.
- NCCU Alpha Business Challenge (2020) – 1st Place**
 - Led solution development during a 3-hour business case challenge.
 - Presented the strategic proposal to a panel of judges.