

# **Yi Hui, Li**

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## **SUMMARY**

Highly motivated and resilient, with experience leading cross-functional teams to optimize consumer strategies and drive educational innovation. Skilled in data analysis, creative problem-solving, and user-centered design, translating insights into actionable solutions. Quick learner, adaptable, and goal-oriented in dynamic environments.

## **EDUCATION**

<b>B.A. in Economics, National Chengchi University, Taipei, Taiwan</b>	Graduated Jun 2025
<b>Minor: Marketing Program, Fintech Specialization Program</b>	
Relevant Coursework: Linear Algebra, Analysis of Variance and Experimental Design, Mathematical Statistics, Generative AI Applications, Programming and Statistical Software, Data Analysis with R, Strategic Marketing Analytics	
<b>Exchange program, Utrecht University, Netherlands</b>	Sep 2024 - Jan 2025

## **RELEVANT EXPERIENCE**

<b>Club Instructor</b> , International Affairs Research Club, Hsin Tien Senior High School, Taiwan	Sep 2025 – Jun 2026
• Design and facilitate seminars on global trends, including ESG frameworks, AI agent, and macroeconomic structures, guiding students to analyze real-world case studies through structured research and critical thinking.	
• Simplify complex concepts to lead case-based discussions and workshops, empowering students to develop evidence-based perspectives on international affairs.	
<b>Operations Project Intern</b> , Shopee Taiwan Pte. Ltd., Taipei, Taiwan	Mar 2025 - Sept 2025
• Optimized Return & Refund Workflows by analyzing 100k+ weekly records, identifying logistics and timing bottlenecks to improve overall operational efficiency.	
• Implemented a BERT-based multi-label classification model to transform unstructured customer feedback entries into quantifiable metrics, reducing manual monitoring time and labor costs.	
• Developed EDA-based fraud detection logic to identify behavioral anomalies and enable proactive risk mitigation.	
• Automated KPI dashboards via Google Apps Script, enabling decision cycles from weekly to daily and reducing manual workload by 20%.	
<b>Marketing Analytics Intern</b> , Aurotek Corporation, Taipei, Taiwan	Jul 2024 - Aug 2024
• Managed a NT\$98K B2B digital advertising budget across 21 ad sets, leveraging A/B testing and Google Analytics to optimize Meta campaigns, achieving a 2.9% conversion rate and a peak 4.32% CTR.	
• Collaborated on offline exhibition execution and integrated LINE Official Account campaigns to connect online and offline marketing efforts, boosting on-site engagement.	
• Increased monthly traffic to the official website to 19K+ by improving design through SEO and UX adjustments.	
<b>Co-founder &amp; Director</b> , E-Lab Educational Organization, Taipei, Taiwan	Jun 2023 - Aug 2024
• Co-founded a social enterprise to bridge soft-skill gaps in Taiwan's education system, securing over US\$10,000 (NT\$300,000+) in funding and receiving the "Dream Achiever Award" from the Ministry of Education for innovation and sustainability.	
• Scaled operational impact through strategic partnerships with the National Taiwan University, expanding soft-skill workshops across 3 schools and successfully launching a year-long on-site curriculum at partner junior high schools.	
• Drove community engagement through 15+ expert interviews; managed 90+ content posts, achieving a 10% engagement rate and reaching 5,000+ viewers via short-form educational videos.	
<b>Campus Ambassador</b> , PGIM (Prudential Financial, Inc.), Taipei, Taiwan	Oct 2023 - Aug 2024
• Produced a podcast episode synthesizing macroeconomic frameworks and behavioral finance insights, centered on Malkiel's "A Random Walk Down Wall Street" investment principles.	
• Strengthen Brand positioning among university students through financial literacy storytelling.	

## **RESEARCH EXPERIENCE/ PROJECTS**

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**KKBOX AI Playlist Usage Insights and New Positioning**, KKBOX Corporate Partnership Project, NCCU Dec 2025

- Enhanced AI-driven playlist features, utilizing SBERT and K-Means clustering to uncover a "User Expectation Gap" where customers utilized AI features for precision searching, shifting the project's product direction.
- Developed a guided prompt framework and community-based deployment strategy that improved human-AI interaction for corporate adoption.

**The Impact of Countdown Timer on Purchase Willingness**, Marketing Research, NCCU

Jun 2025

- Executed A/B tested research using Mediation and Logistic Regression to quantify the impact of countdown timers on e-commerce purchase behavior, identifying price sensitivity and smart shopper sentiment as key drivers for scarcity marketing.

**Housing Market Analysis Research in Taiwan's Six Major Cities**, Data Analysis with R, NCCU

Jun 2025

- Employed fixed-effects and interaction models to analyze regional price determinants; conducted multicollinearity diagnostics to ensure model integrity, revealing a strategic shift from demographic drivers in the North to cost-income dynamics in the South.

**Equity Report: UMT (3491.TW) & Satellite Industry**, Securities Research Society Club, NCCU

Jun 2024

- Analyzed global satellite supply chains and Taiwanese suppliers' positioning; performed financial modeling and equity valuation to forecast stock trends based on UMT's product portfolio and growth strategy.

## **LEADERSHIP & ACTIVITIES**

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**Marketing and Communication Director**, Data Analytics Club, National Taiwan University

Jun 2025 - Present

- Led and executed multi-channel marketing across LinkedIn, Facebook, and Instagram, producing data-insight content; strengthened community engagement and increased the club's visibility by over 20%.
- Forged strategic partnerships with 10+ firms (McKinsey, P&G, Unilever) and coordinated career workshops/visits involving 20+ industry professionals to enhance corporate outreach.

**Marketing Director**, NCCU Securities Research Society Club

Jun 2025 - Present

- Led the planning and execution of social media strategy, transforming intensive finance course content into digestible infographics, insights, and financial news updates, resulting in a 34% increase in followers within two months.
- Supported the coordination of finance events, including quantitative trading workshops and coffee chat sessions to connect students with finance professionals; consolidated and published summaries to expand post-event reach.

**Chief Organizer**, Youth Economics Career Exploration Camp, NCCU

Jan 2023 - Jul 2023

- Led a 50-member team to execute a 5-day career camp for 90+ students; oversaw cross-departmental coordination, curriculum design, and the integration of team-based experiential learning.
- Coordinated corporate visits to EY, UMC, and Taiwan Institute of Economic Research, alongside guest lectures from industry professionals and academia to bridge the gap between theory and practice.

## **AWARDS**

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• Dream Achiever Award (E-Lab Educational Organization), Ministry of Education

Dec 2023

• 1st & 2nd Place, Stock Analysis & Industry Research Club Competitions, NCCU

Dec 2023 - Jun 2024

• Bronze Medal, National Geography Olympiad (Research Category)

(High School) Oct 2020

• Special Award, Global Sustainable Journalism Award

(High School) Sep 2020

## **SKILLS**

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• Programming & Tools: R, Python, SQL, Google Apps Script, Meta Business Suite, Google Analytics.

• Analytics & Methods: Statistical Modeling, Machine Learning (NLP, Clustering), SEO Analysis.

• Business & Finance: Financial Modeling, Equity Valuation, Strategic Marketing Analytics.