

Yi Hui, Li

Taipei, Taiwan | (+886) 970-333-572 | din1041203@gmail.com | [LinkedIn](#) | [Project Portfolio](#)

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.A. in Economics, National Chengchi University, Taipei, Taiwan

Graduated Jun 2025

Minor: Marketing Program, Fintech Specialization Program

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

Exchange program, Utrecht University, Netherlands

Sep 2024 - Jan 2025

Relevant Coursework: Strategy and Management, Essentials of Entrepreneurship

RELEVANT EXPERIENCE

Club Instructor, 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.

Operations Project Intern, 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%.

Marketing Analytics Intern, 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.

Co-founder & Director, 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.

Campus Ambassador, 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

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

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

- 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

- 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.