



吳定群

個性：積極、善於溝通

座右銘：Working hard to make things progress, not to make things perfect.

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📍 臺灣科技大學 第一學生宿舍



## 學歷

臺灣科技大學

工業管理系

- \*實務專題：使用機器學習技術分析股票的價格
- \*最佳化理論
- \*人因工程

明道高級中學

- \*生物助教
- \*物理助教
- \*地理助教

## 工作與實習經歷

城市新聞

實習生

- \*採訪新創企業：13間
- \*文案撰寫：3篇
- \*隸屬單位：城市新聞

SLPLAB

共同創辦人

- \*Shopify登陸頁、產品頁設計
- \*E-mail Marketing：Abandon Cart
- \*Shopify 插件：Cross Selling / Oberlo
- \*跨境電商選品：查看Aliexpress的後台數據、fb browsing
- \*FB 廣告投放：了解CPC / CPM / ROAS / Re-Targeting

## 活動與社團經歷

工業管理系

班代

- \*餐會 兩次；聯誼Party 一次
- \*任務分派：總務、公關、學藝
- \*合作單位：系辦、系學會、發福廚房、美式餐館

社會服務團

攝影組執秘 & 隊輔

## 玉山銀行商業競賽

- \*攝影組幹部：拍攝平日活動&出隊活動、安排攝影活動班表
- \*隊輔：擔任第一小組隊輔，規劃互動遊戲，解決日常生活問題

### 小隊長

- \*各大銀行數位金融服務比較分析
- \*產品/服務企劃&行銷推廣方案
- \*成本 & 效益評估

## 自傳

大學生活豐富多彩，想在這裡分享一下過往活動的所學與體悟。

大一當班代，第一次擔任領導者，換了一個位子也換了一種思考模式，要去想這樣傳達資訊其他人是否理解的正確，還要考慮各個決策之間的連貫性與順序。往往有許多任務是要先完成A才能去做B的，因此任務分派也要注意這些細節。大二和朋友創立SLPLAB，這是一個獨立於課業之外的Project，我們嘗試將產品賣到美、加、英、奧，這次也是使我大開眼界的活動，它讓我瞭解理論與實務之間有多大的差距，我們想盡辦法要優化Fb Ads, Landing Page..等等各環節的轉化率，但都無法成功，最後也因為資金不足而結束。失敗的原因我認為是經驗不足、資金不足。因此想先停下來先去企業實習，學習更多實戰上的技巧，再回來操作。

大三時參加了論壇與商業競賽，認識了許多不同學校的人、不同領域專業的人。未來希望能透過實習，累積更多業界的經驗，學以致用。我也會全力以赴，盡力完成企業交代給我的任務。



國立臺灣大學  
National Taiwan University

Dec 28, 2020

定群 吳

has successfully completed

機器學習基石上 (Machine Learning Foundations)---  
Mathematical Foundations

an online non-credit course authorized by National Taiwan University and offered  
through Coursera

林軒田 Hsuan-Tien Lin

Professor Hsuan-Tien Lin, Ph.D.  
Department of Computer Science and Information Engineering  
National Taiwan University

COURSE  
CERTIFICATE



Verify at [coursera.org/verify/7CR95XJP9LT4](https://coursera.org/verify/7CR95XJP9LT4)

Coursera has confirmed the identity of this individual and their  
participation in the course.



# ONLINE

Jan 2, 2021

定群 吳

has successfully completed

Entrepreneurship 1: Developing the Opportunity

an online non-credit course authorized by University of Pennsylvania and offered through Coursera

Karl Ulrich, Vice Dean; Lori Rosenkopf, Vice Dean; David Hsu, Professor; David Bell, Professor; Kartik Hosanagar, Professor; Laura Huang, Assistant Professor; Ethan Mollick, Assistant Professor.

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# ONLINE

Jan 2, 2021

定群 吳

has successfully completed

Entrepreneurship 2: Launching your Start-Up

an online non-credit course authorized by University of Pennsylvania and offered through Coursera

Karl Ulrich, Vice Dean; Lori Rosenkopf, Vice Dean; David Hsu, Professor; David Bell, Professor; Kartik Hosanagar, Professor; Laura Huang, Assistant Professor; Ethan Mollick, Assistant Professor.

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