



# Tzu Yi (Justin) Huang

English, Advertising (Double Major) Expected 2023  
National ChengChi University, Taipei, Taiwan



## Experience

- **BenQ Corporation** Jul. 2021 ~ Present  
Business Development & Marketing Intern (US Market)
- **Whale TW** Jan. 2022 ~ Present  
Website Project Manager
- **ATCC Case Competition x MOST GASE** Feb. 2021 ~ Apr. 2021
- **KISSME Christmas Makeup Giftset Project** Oct. 2020 ~ Mar. 2021

## Certificates

- TOEFL iBT 105
- IBM Enterprise Design
- Thinking Practitioner
- IBM Team Essentials for AI
- Google Analytics Basics
- Google Ads
- Google Fundamentals of Digital Marketing

## Portfolio



<https://reurl.cc/3j6vG8>

## Statement of Purpose

Dear Admission Committee, please consider this my formal application to National Chengchi University, International Master's Program in International Communication Studies (IMICS).

I decide to apply to IMICS because of my work experience. At BenQ, I promote our lighting products to different target audiences in the United States **through digital marketing tactics**. As for my PM job, I manage the **Official Multilingual Website Project** for GeoVision, a leading digital & networked video surveillance company in Taiwan, helping GeoVision **develop its B2B business** in Western Europe. These two jobs make me feel that **assisting a Taiwanese corporation that I recognize to expand into global markets will be very rewarding**. To achieve this goal, I must take my skills and knowledge of international communication to the next level.

Having carefully researched my options for postgraduate study of communication, I find out that those who study at IMICS have an advantage when entering communication-related departments in Taiwanese global companies. And I believe I am a qualified candidate for my three personal characteristics:

### 1. Well-trained Communication Planning and Design Competencies

Though I double major in Communication Design in the Advertising Department, I also take courses from Strategic and Creative Communication program. As a result, I develop expertise in cross-media communication design as well as strategic campaign and media planning,

which adequately prepares me well for the advanced courses provided by IMICS.

## 2. Cross-cultural Communication Skills

IMICS consists of local and international students, which exposes students to a culturally-diversifying environment. In addition to my good command of English, I have experience contacting a great amount of American and British influencers for collaboration. As a result, I believe I can get along with the diverse IMICS students with an open mind and have a productive cross-cultural interchange of ideas.

## 3. Strategic Thinking & Strong Execution Capability

International communication and expansion must be strategically carried out. With practical on-job experience, I can formulate a strategy from a broad perspective to assure the efficacy of execution. I always ensure the digital marketing tactics our team implements at BenQ cover every phase of the customer journey and are evaluable. I analyze our post quantity and upvotes on Reddit and those of competitors to calculate the collaboration KOL quantity to maintain our share of voice is 10 to 15, which is relevant to the advocacy stage in the consumer journey. So, everyone can allocate appropriate time and effort to reach this KPI.

Given the three aforementioned qualities, I am confident that I meet the criteria to enter IMICS, which is the ideal bridge from my present standing to the future I envision. After receiving my master's degree from IMICS, I intend to [work in a communication-related department in a Taiwanese global corporation to help it go international](#). I sincerely hope to join your student body and begin contributing my passion for communication in the near future.

# Academic Background

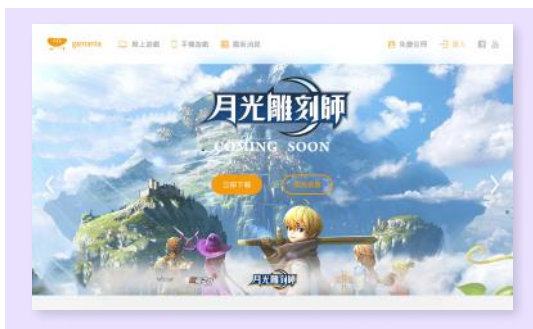
Currently, I am pursuing dual bachelor's degrees in English Literature and Advertising, at National ChengChi University, and I am set to graduate in 2023. Some of the most influential courses I have taken so far have been as follows:

## Writing and Reading (English)

By examining the given texts carefully, I learned different writing skills and applied them to essay assignments. For the final term paper, I completed a research paper analyzing Jane Austen's *Pride and Prejudice*. This course prepared me well to do [academic writing in English](#), which is required for IMICS.

## Online Media Design

In this course, I acquired the principles of visual elements and a user-oriented approach to [designing a website](#). I proposed a redesigned version of the Gamania Official Website and was [voted No. 1 among mid-term works](#). Though it was only required to be presented by images and PPT, I made an interactive prototype by Adobe Xd to demonstrate. As for the final-term submission, I modified the [HTML and CSS](#) of a Bootstrap template to accomplish a website, while others used website builders. It was a satisfying course for me to [integrate the knowledge taught in the class and the self-learned skills to render high-quality results](#).



- Mid-term work:  
[Gamania Page Redesign](#)



- Final-term work:  
[20<sup>th</sup>C EngLit Killer](#)

## Public Relations Strategy and Planning

For practicing the application of the public relations process, this course provides students with the opportunity to [develop a PR proposal for real clients](#). I worked in a team of five to make a complete plan for [Teach for Taiwan \(TFT\)](#), an NGO dedicated to addressing educational inequality. We put the planning framework taught into practice and knew how [a PR plan strategically and logically can be constructed](#). Eventually, we got positive feedback from TFT appreciating our research, creativity, and integrity of tactics.

## Work Experience

### BenQ Corporation

Jul. 2021 ~ Present

#### Business Development & Marketing Intern (US Market)

As the most senior intern, I lead a team of 4 to drive sales of the BenQ ScreenBar Series in the United States and report weekly progress to the business manager. We devote ourselves to [finding possible in-market segments to be targeted and map out marketing strategies to drive sales](#) on BenQ's Official Website and Amazon. I implement influencer marketing, online advertising, search engine optimization, and social listening & response to achieve goals.

#### Influencer Marketing

- Collaborate with 5 to 10 influencers a month, [catering to different target audiences](#) (Gamers, Mac Users, and so on) to do videos, posts, and live streams that introduce and review our products



- [Collaboration Post](#)



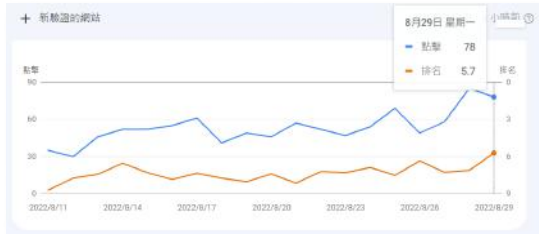
- Impressions increased greatly after excluding irrelevant topics in Topic Targeting

#### Google Ads

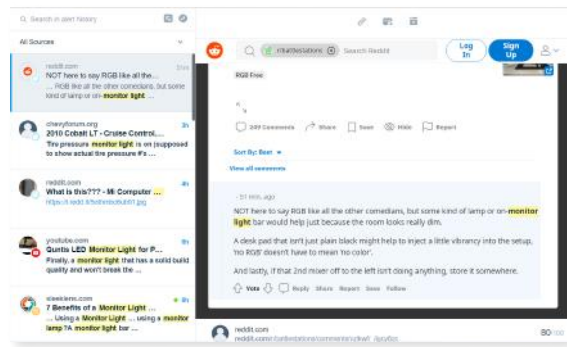
- Monitor and optimize Google Ads campaigns from aspects including keywords, placements, audience segments, and so on
- Utilize [Google Analytics](#) to evaluate the quality of landing page traffic

## Social Listening & Response

- Track relevant online conversations about our products and competitors, and conduct **content and sentiment analyses**
- Act against competitors and **increase awareness of our products' advantages**



- The product page ranked from 8 to 6 and the clicks/day from 35 to 78 after the optimization.



- Use "Mention" to monitor the web

## SEO/SERPO

- Improve the ranking of official pages in search engine results by integrating **hot keywords** into content and collaborating with **high domain authority media** websites
- Conduct competitive analysis and **fill the content gap**

With the strategies executed by the above tactics, our team effectively increase sales growth with **2021 Q3 - Q4 by 30%** and **2021 2nd half - 2022 1st half by 15%** and **hit a record high of USD\$ 1 million in revenue (158% YoY growth) in Q4 2021**. After over a year of working, my **strategic thinking, leadership, and time management** skills are honed.

## Whale TW

Jan. 2022 ~ Present

## Website Project Manager

Appointed to manage the **Official Multilingual Website Project for GeoVision**, a leading digital and networked video surveillance company in Taiwan, I am responsible for **providing smooth communication between GeoVision and the outsourced developer** and monitoring the progress. This project is a virtual one, so I host all the meetings online, which makes it harder to manage. Thus, I break down the requirements into sprints and review them in shorter time frames. I troubleshoot and test the prototype and optimize the interface to be user-friendly. After the website goes online, we start to implement **SEO strategies** and optimize the website's performance. This project offers a great chance to sharpen my **interpersonal skills** to manage team members, time, and risks with effective communication.



- [geovision-solution.com](http://geovision-solution.com)



- The total impressions increased by 4 times after the content and sitemap optimization.



# Extracurricular Activities

## ATCC Case Competition x MOSE GASE

Feb. 2021 ~ Apr. 2021

I teamed up with four NCCU students from different departments to join the competition. We made a creative proposal named “**Tai-Tech in Motion**” to **promote Taiwan’s technological innovations to the world** through a project competition designed for international students to participate. Our team entered the second selection and qualified to visit GASE (The Ministry of Science and Technology Center for Global Affairs and Science Engagement) and **meet with career diplomats** from Germany, France, America, the Netherlands, and Poland. I was responsible for **developing ideas** and **visual design**, and the tight schedule of the competition elevated my abilities to do effective intranet communication and render high-quality visualization within a short time. It was a precious experience to push my limits and broaden my horizons. This competition made me deeply realize **how the power of teamwork can take a group of people farther than I once imagined**.



· [Proposal- Tai-Tech in Motion](#)



· Presented our proposal at GASE

## KISSME Christmas Makeup Giftset

Oct. 2020 ~ Mar. 2021

I participated in the 15th Seed Talent Program (STP) and got the chance to execute the Christmas CSR Project for KISSME, a cosmetics brand famous for its eye makeup. I was in a team of eight and advised by the CEO of STORM CRM Consulting. In this project, we **collaborated with KOLs** to promote the Makeup Giftset and **advocated women-related issues with The Garden of Hope Foundation**. It turned out that **46 KOLs** referred nearly **8,000 new users** to the online store during Christmas week, and all the giftsets were sold out. Furthermore, one-third of the profits went to helping abused women.



· [Project Report](#)



· Visited The Garden of Hope FDN.