



Tzu Yi (Justin) Huang

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



Work Experience

- **BenQ Corporation**
Jul. 2021 ~ Present
Business Development & Marketing Intern (US Market)
- **Whale TW**
Jan. 2022 ~ Present
Website Project Manager

Portfolio



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

Statement of Purpose

Dear Admission Committee, please consider this my formal application to National Chengchi University, Master's Program of Global Communication and Innovation Technology (GCIT).

I am pursuing dual bachelor's degrees in English Literature and Advertising at National ChengChi University, and I am motivated by work experience to apply to GCIT. I work as a Business Development & Marketing Intern at BenQ Corporation, where I promote our lighting products to different target audiences in America through digital marketing tactics. Also, I am a Website Project Manager at Whale TW. I manage the Official Multilingual Website Project for GeoVision, helping it grow in Western Europe. These two jobs make me feel that **assisting a Taiwanese corporation that I recognize to expand into global markets is very rewarding.**

Thus, I decide to apply to GCIT to elevate my skills and knowledge of global communication. I am a qualified candidate for my three characteristics:

1. Cross-cultural and -disciplinary Collaboration Competencies

GCIT is an international and interdisciplinary program where students must be highly adaptive. In addition to my good command of English, I have worked with cross-disciplinary talents, including social science, communication, business, and engineering. Accordingly, I can get along with the diversifying GCIT students with an open mind and have a productive cross-cultural interchange of ideas across disciplines. Moreover, I plan to take international students on in-depth travels with my self-made pamphlet, which I've done before for my college classmates and found to be an excellent way to let people know more about a place. ([> Travel Guidebook](#))

2. Cross-media Expressiveness

Double-major in Communication Design in the Advertising Department, I achieve proficiency in cross-media design responsive to different features of platforms and devices with a user-

centered mindset. Even as a double major, I am in charge of UI component design and prototyping in an App Redesign Project in a team with other Communication majors. I am in awe of the possibilities offered by media and feel excited to explore how media can alter human behaviors with emerging technology.

3. Strategic Thinking & Strong Execution Capability

Global communication must be strategically carried out. Having practical on-job experience, I can formulate a strategy from a broad perspective to assure the efficacy of execution. At BenQ, I always ensure the digital marketing tactics implemented 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 for us to maintain our share of voice should be 10 to 15. So, our team can allocate appropriate time and effort to reach this KPI for the advocacy stage in the consumer journey.

I am confident that these traits qualify me to enter GCIT, where I will obtain local consciousness and a global vision required for the future. After I graduate, I intend to **work in a communication-related department in a Taiwanese global corporation to help it go international**. I sincerely hope to join GCIT and begin contributing my passion for communication.

自傳

招生委員會好，我是黃子益，出生於台中的平凡家庭，父親從事印刷業，母親為家庭主婦。民主自由的家庭教育，讓我擁有開放的胸襟，喜愛嘗試不同事物。

就讀政大英文系期間，系上的文學、語言學和應用訓練讓我具備批判性思考、文化包容觀點以及優於常人的英文掌握能力；廣告系雙主修則磨練出我跨媒體設計與策略規劃的本領。除課業外，我也主動考取相關證照如Google Ads，自學設計軟體、HTML與CSS，更積極參與校外活動，如STP種子人才培訓計劃、ATCC商業競賽等，積累了不少專業技能、團隊合作及專案經歷，並在升大四的暑假開始BenQ的美國市場開發&行銷實習，後來更獲得擔任GeoVision多國語言官網專案經理的機會，從而擁有數位行銷策略執行與專案管理等實務歷練。

古書易經有云：「天行健，君子以自強不息。」積極進取、不斷成長的人生正是我所追求的，我希冀大學畢業之後在學術與實務上能得到國際化的陶冶與昇華，在數位科技日新月異的世界中站穩腳步，以達成我想幫助臺灣企業走向國際市場的目標。

甫創立的全球傳播與創新科技學位學程(GCIT)提供橫跨五院的教研資源與國際化的學習環境，無疑是天賜良機。相信上述技能與經歷能讓我因應GCIT的課程與各種修練，未來以GCIT校友的身份對台灣社會有所貢獻。



Supporting Information & Portfolio

- Tzu Yi (Justin) Huang



Education

• **National ChengChi University**

Sep. 2018 ~ Expected Jan. 2023

English, Advertising (Double Major)

Work Experience

• **BenQ Corporation**

Jul. 2021 ~ Present

Business Development & Marketing Intern (US Market)

• **Whale TW**

Jan. 2022 ~ Present

Website Project Manager

Extracurricular Activities

• **ATCC Case Competition x MOST GASE**

Feb. 2021 ~ Apr. 2021

• **KISSME Christmas Makeup Giftset Project**

Oct. 2020 ~ Mar. 2021

Certificates

• TOEFL iBT 105

• Google Analytics Basics

• IBM Enterprise Design Thinking Practitioner

• Google Ads

• IBM Team Essentials for AI

• Google Fundamentals of Digital Marketing

Academic Performance

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 taken related to GCIT have been as follows:

Online Media Design

Grade: 97

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:
[20thC EngLit Killer](#)

Service Design and User Interface Development

Grade: 95

By taking this course, I teamed up with 3 classmates and gained experience [applying service design thinking principles to an app redesign project](#). We started with user studies and interviews to dig out the pain points and discover opportunities to optimize the user journey. After a series of analyses and brainstorming, we ultimately proposed a redesign version of a new interface design that we believed would [provide a better user experience](#).



[Giloo App Redesign](#)

Giloo is a documentary-oriented streaming platform. In this redesign version, I was mainly responsible for the making of the [User Journey Map](#), [User Flow](#), [UI Component Design](#), and [Interactive Prototype](#).

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 online sales of the [BenQ ScreenBar Series](#) in the United States while providing weekly updates to the business manager. We spare no effort in [identifying potential in-market segments to be targeted and map out digital marketing strategies to increase sales](#) on BenQ's Official Website and Amazon. I implement influencer marketing, online advertising, search engine optimization, and social listening & response to achieve goals.

Below are the details elaborating on how I carry out my work and presenting part of the performance & achievements. You may also contact my business manager, Gines Lee (Email: gines.lee@benq.com) for a reference check.

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



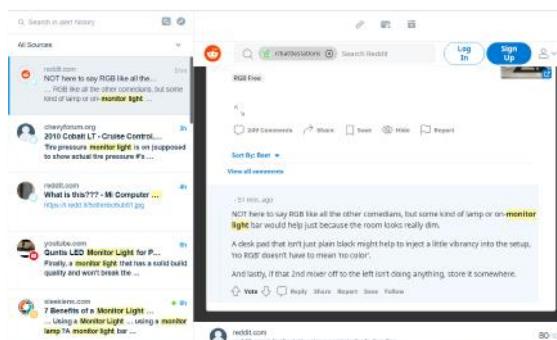
- Impressions increased greatly after excluding irrelevant topics in Topic Targeting

Google Ads

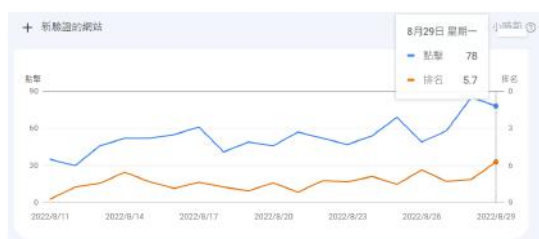
- Monitor and optimize Google Ads campaigns from aspects including keywords, placements, audience segments, and so on
- Utilize Google Analytics to evaluate the quality of landing page traffic

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



- Use "Mention" to monitor the web



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

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.

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 in charge of [facilitating effective communication between GeoVision and the outsourced developer](#) and keeping an eye on the project's progress.

This project is a virtual one, so I host all of the meetings online, which makes management more challenging. Thus, I break down the required deliverables into sprints and review them in shorter time frames. I troubleshoot and test the prototype and optimize the interface to be user-friendly. Furthermore, since I am familiar with HTML and CSS, I can convert technical jargon into terms that GeoVision staff can comprehend. After the website goes online, we begin to implement [SEO strategies](#) and optimize the website's performance. This project presents a fantastic opportunity for me to hone my interpersonal abilities so that I can [effectively manage team members, time, and risks](#).

- Reference Check: Emina Chang- Sales Manager, GeoVision
(Email: emina.chan@geovision.com.tw)



- 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 entered the competition in a group with four NCCU students from various departments. 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 qualified for the second selection and was invited to visit GASE and [meet with career diplomats](#) from Germany, France, the United States, the Netherlands, and Poland.

During the proposal-making process, I was responsible for [developing ideas and visual design](#) in the team, and the tight schedule of the competition elevated my abilities to conduct 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. Additionally, this challenge helped me to deeply realize how [the power of teamwork](#) can take a group of individuals farther than I could have ever 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.

YouTube Channel

Jul. 2018 ~ Present

It is a place I can [share my life](#). I shoot videos for pure fun and to record my life. Videos I upload are mainly Vlogs of traveling or hanging out with friends. This way, I and my friends can [recollect the time](#) we spent together by watching the videos.



Vlog 卓醫師帶我玩

觀看次數：174次 · 6 個月前

· <https://reurl.cc/KQqVzp>



Vlog 吃一整天草莓甜點

觀看次數：107次 · 1 年前

· <https://reurl.cc/bEq1bl>