

Tzu Yi (Justin) Huang

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Work Experience

BenQ Corporation

Jul. 2021 - Present

Business Development & Marketing Intern (US Market)

- Lifestyle Design Center

Oct. 2023 - Present

- Audio Product Development Department

Nov. 2022 - Oct. 2023

- Digital Lifestyle Business Unit

Jul. 2021 - Nov. 2022

- Conducted STP and competitor analyses to develop our positioning strategy and USPs for the target audience
- Collaborated with influencers and media to promote BenQ Products to drive sales
- Found possible in-market segments to be targeted
- Google Ads/ Google Analytics/ Social Listening&Response/ SEO/ SERPO/ PR

GeoVision B2B Digital Marketing Project

Jan. 2022 - Present

Project Manager

- Recruited an outsourced developer to build GeoVision's multilingual website and coordinated with the GeoVision personnel to troubleshoot and monitor the progress
- Provided digital marketing consultancy to help expand B2B business in Western Europe

Education

Global Communication and Innovation Technology

Sep. 2023 - Jun. 2025 (Exp.)

Master's Degree, National Chengchi University, Taipei, Taiwan

English, Advertising (Double Major)

Sep. 2018 - Jan. 2023

Bachelor's Degree, National Chengchi University, Taipei, Taiwan

Special Highlights

L'Oréal Brandstorm 2023

Nov. 2022 - Jan. 2023

- Came up with a product proposal called "Style Editor" aiming to help perfume lovers find their best-fit perfumes and express themselves through the fragrance and Metaverse
- Defeated over half of the competitors to enter the National Semi-Final (Top 15)

19th ATCC Case Competition

Feb. 2021 - Apr. 2021

- Made a creative proposal for MOST GASE to promote Taiwan's scientific and technological innovations to the world
- Got qualified to visit GASE and meet with diplomats from Germany, France, America, Netherlands, and Poland

2020 KISSME Christmas Makeup Giftset Project

Oct. 2020 - Mar. 2021

- Cooperated with nearly 50 KOLs to promote the campaign
- Sold out all the giftsets, nearly 8,000 new users were referred to KISSME online store during Christmas week, and the sales increased by 44% compared to last year

References Available upon Request
