

# YU-JIA CHANG

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## Education

**National Taiwan University, Taipei, Taiwan**

**Expected June 2025**

*Bachelor of Arts in Foreign Languages and Literature & Bachelor of Arts in Economics*

## Work Experience

**KPMG in Taiwan**

**Jan 2024 - Mar 2024**

*KPMG Markets & Brand Administrator*

- Analyzed marketing data, metrics, and made data-driven decisions to optimize campaigns and ROI.
- Researched the intricacies of brand management, brand identity development, brand equity maintenance, and reputation management.
- Executed marketing campaigns for KPMG services or initiatives involving tasks such as content creation, social media management, and event planning.
- Managed KPMG brand image and reputation in the market including brand positioning, messaging, visual identity, and communication strategies used to enhance brand awareness and equity
- Conducted real word Management and Cross-departmental collaboration with managers from **KPMG Markets & Brand** and **KPMG Audit**.

**KPMG in Taiwan**

**Apr 2024 - Jun 2024**

*KPMG Global Tax*

- Analyzed tax laws, regulations, and compliance requirements at local, national, and international levels.
- Researched various investment vehicles, financial markets, and investment strategies employed by KPMG to help clients achieve their financial objectives.
- Developed skills in the process of tax planning, including identifying tax-saving opportunities, mitigating tax risks, and optimizing tax structures for individuals and businesses. Gained exposure to advisory services such as mergers and acquisitions, restructuring, and cross-border transactions
- Analyzed the impact of Global Minimum Tax on multinationals with senior managers from **Tax and Investment**

## Extracurricular Activities & Club

**National Taiwan University, Taipei, Taiwan**

**Feb 2023 - Mar 2023**

*Global Initiatives Symposium (GIS Taiwan) : Currency Remodeling*

- Analyzed different currency policies, regulations, and innovative approaches, including digital currencies and alternative payment systems..
- Navigated government policy shifts, economic priorities, public trust and confidence in the currency.
- Researched global economic trends, exchange rate mechanisms, and monetary policies, with a focus on practical applications
- Explored strategies for managing risks associated with currency remodeling, and understand the importance of effective stakeholder engagement and communication for successful reforms.

**National Taiwan University, Taipei, Taiwan**

**Jul 2022 - Jun 2023**

*Treat the Homeless Club*

- Developed empathy and compassion by interacting directly with homeless individuals, hearing their stories, and understanding their challenges and needs.
- Created practical ways to provide support and assistance to homeless individuals, such as distributing food, clothing, hygiene kits, and other essential items.
- Worked collaboratively with other club members, volunteers, and community organizations to address homelessness and advocate for systemic changes to support vulnerable populations.
- Cultivated a sense of social responsibility, and contributed to making a positive impact on the whole society

## Skills

**Programming Languages:** Python, Java, C++, JavaScript, R

**Languages:** Language: English(Fluent), Chinese(Native), Spanish(Basic)

**Investment Platforms:** Binance, First Trade

**Trade Experience:** Equities, ETF, Stock Futures, Index Futures, Crypto, Crypto Option

**Application:** Adobe, Canva, MS Office