



YU-CHI TSAI

Business Development Assistant

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🌐 www.linkedin.com/in/yu-chi-tsai

📍 Massy, France

ABOUT ME

Feel free to call me Cassie! I am currently in the final year of my master's degree in international business. I am keen to leverage and improve my skills in strategic marketing and project management while actively seeking opportunities as a Business Development Assistant. With a proven track record in project completion and positive team feedback, my strengths include exceptional organization and cross-functional teamwork. Please don't hesitate to reach out to me if you'd like to connect.

WORK EXPERIENCE

Brand Marketing Assistant

Yong-Cheng International Securities Investment Consulting, 2023-2024

- Executed engaging marketing strategies, marketing material creation, and campaigns development to enhance brand awareness.
- Resulted in a 28.5% increase in overall engagement, 10.2% increase in social media reached, and significant growth in followers to 118,600.
- Social Media Account @ : https://www.instagram.com/bigecon.ig?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

Market Research Intern

Cerner Enviza (Oracle), 2022-2023

- Conducted in-depth market research on NMOSD and SMA medications, identifying market trends and competitors to shape market strategies.
- Assisted in the collection and analysis of quantitative and qualitative research data, providing strategic insights and recommendations to clients.

Administrative Intern

Taipei Municipal Wanfang Hospital, 2022

- Assisted in creating monthly reports on health insurance usage and conducted revenue growth rate analysis to optimize hospital operations
- Collaborated with cross-functional teams to enhance interdepartmental efficiency.

Executive Assistant

Taipei Fertility Center, 2020

- Project coordinator for financial & logistic sectors to improve work efficiency between departments
- Facilitated collaboration opportunities with clients and medical professionals through assisting with hosting networking events. (CRM)

EDUCATION



MSc - International Business 2023 - 2025/03

Montpellier Business School (Currently)



BBA - Health Care Administration 2019 - 2023

Taipei Medical University (GPA : 3.58 / 4)



Finance and Cooperative management

National Taipei University (Minor) 2020 - 2023

LANGUAGE

- **English** : Full Professional Proficiency
- **Chinese** : Full Professional Proficiency
- **French** : Intermediate Proficiency

PROJECTS

- Shein International Supply Chain Analysis
- Market Analysis of NMOSD Medication

EXPERTISE

- | | | | |
|--------------|--------------------|----------------------|------------------------|
| • PowerPoint | • Excel | • Digital Marketing | • Environment Analysis |
| • Canva | • Adobe | • Market Research | • Video Editing |
| • Power BI | • Microsoft Office | • Project Management | • Post Design |

PROFESSIONAL CERTIFICATES

- Inclusive Leadership Certification (MBS/FACE HERAULT)
- Social Media Marketing Campaign Certification (Coursera)
- Medical Information Manager Certification (Taiwan)

HOBBIES & INTERESTS

- Hiking, Climbing, Volleyball