



YE SHUYU

Job intention:
Marketing Assistant

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Address

No. 5, Aly. 100, Ln. 217, Dazhou Rd.,
Shengang Dist., Taichung City

Education

Sep. 2019 - Aug. 2023

National Central University
Bachelor of Business Administration

- GPA 3.7/4

Apr. 2023 - Aug. 2023

新潟大学 / Niigata University
Special Auditing Student

Sep. 2023 ~ Expected Jun. 2024

National Central University
Master of Business Administration

Skill

Language:

- English (Professional working proficiency),
Japanese (Professional working proficiency)
- JLPT N2

**Proficient in Word, Excel, PowerPoint,
and Office systems.**

- Experienced in data processing, report management, and data entry.

ERP Systems

- Skilled in SAP S/4HANA, with experience in system planning and maintenance.

Multimedia & Design

- Competent in Photoshop and video editing, with a strong foundation in visual design.

Campus Experience

○ Sep. 2023 - Nov. 2023

L'Oréal Brandstorm 2024 Competition /Certificate of Recognition

- Innovated a new tech product to promote the brand, showcasing creativity and strategic thinking.
- Enhanced presentation skills through the creation and delivery of compelling presentations in English.
- Collaborated effectively with team members to brainstorm and refine advertising copy, as well as produce promotional videos.

○ Sep. 2022 - Jan. 2023

Time Bank App Project Competition /Best Creative Design Award

- Developed creative promotional content and folder designs that effectively linked to the project proposal.
- Voted most popular by over 100 students, winning the Best Creative Design Award and receiving a reward for product production.

○ Dec. 2022 - Jan. 2023

SDGs Project: Ocean Ecosystem Conservation/publication "Sea, Hello"

- Researched social enterprises focused on ocean conservation, including RenZhou, which promotes plastic reduction through innovative products.
- Produced the publication "Sea, Hello" to raise awareness of ocean conservation issues and emphasize sustainable development.

○ Mar. 2023 - Jan. 2023

Corporate Role Model Visit - Antong Trading /Lead Interviewer

- Led the executive interview with CEO Hsin-Jung Fang, exploring strategic business management practices.
- Authored and edited the official transcript for publication, ensuring the content accurately reflected the executive's insights.

○ Feb. 2024 - Jan. 2024

Commercial Computer Programming and Algorithms /Teaching Assistant

- Organized course materials and coordinated classroom operations to enhance instructional efficiency and student engagement.
- Led project discussions and evaluated assessments, contributing to the academic development and performance measurement of students.

○ Feb. 2024 - Jan. 2024

7-11 One-Day Little Manager Program /Youth Sustainability Ambassador

- Designed and executed educational initiatives on sustainability labels, enhancing children's understanding of sustainable practices.
- Led event management and crisis resolution at a 7-11 store, showcasing strong communication skills and the ability to adapt under pressure.