

CHARLENE TZU-TING LIN

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EDUCATIONAL BACKGROUND

Columbia University – Graduate School of Journalism,
M.S. in Data Journalism

New York, NY | expected August 2024

- Blending data analytics and visualization in Excel, Python, and R with insightful reporting to enhance story depth
- Covered public health issues and systematic struggles in NYC private schools, student labor trends in the US, post-pandemic mental health support businesses, along with topics including food, social media, and ideologies

National Taiwan University (NTU), B.B.A. in International Business

Taipei, Taiwan | June 2022

- Undergraduate courses covering subjects including finance, economics, marketing, strategy, and statistics
- Minored in sociology focusing on international development, social psychology, criminology, and social justice

WORK EXPERIENCE

Research Assistant, McKinsey & Company

Aug. 2022 - June 2023 | Taipei, Taiwan

- Conducted extensive research for electronics, renewable energy, e-commerce, and pharmaceutical companies in East Asia by leveraging public and private data sources across industries in Mandarin and English
- Analyzed data and broke down problems strategically to deliver insights and inform clients' business strategies
- Produced internal newsletters covering financial institutions, technology and clients' market competitiveness

Digital & Social Media Marketing Specialist, beBit Inc.

July 2021 - Feb. 2022 | Taipei, Taiwan

beBit is a Japanese management consulting firm focusing on customer experience and user-centered design.

- Developed content strategy and incorporated insights into B2B marketing content on five social media channels
- Independently managed digital advertising, conducted A/B testing, and crafted SEO/SEM into copywriting
- Directly reported to the C-levels about insights translated from media analytics figures and advertising results

Foreign News Intern, Unique Business News

Aug. 2020 - Sept. 2020 | Taipei, Taiwan

Unique Business News is Taiwan's first and largest domestic broadcast news station focusing on business news.

- Produced on-air pieces with video, anchor script, sound bites, and subtitles at the foreign news desk
- Gathered information and arranged news pieces considering the media tone of the news organization
- Researched and translated information from English/Japanese/Cantonese to Mandarin for news clip use

EXTRACURRICULAR ACTIVITY

Project Member at SCAP, Boston Consulting Group (BCG)

Aug. 2021 - Jan. 2022 | Taipei, Taiwan

SCAP (Strategy Consulting: Approach and Practice) is an apprenticeship offered by BCG with an around 10% acceptance rate, providing training from a partner and opportunities to solve real-life business problems.

- Solved business problems for a digital media focusing on gaming and entertainment news with logical thinking and strategic frameworks, data-driven approaches, and qualitative analysis through user interviews
- Managed the expectations of the client of the project and prioritized the suggested strategy options

Vice President, Harvard College in Asia Program (HCAP)

July 2019 - July 2020 | Taipei, Taiwan

HCAP Taipei bridges Harvard College and NTU, holding an annual cultural exchange conference. I led a team of 20 to design a conference that helped Harvard students understand Taiwan's culture and societal challenges.

SKILLS

Languages: Mandarin/Taiwanese (native), Japanese (advanced), Cantonese/French (reading proficiency)

Data skills: Data analysis with Excel, Python, SQL, and R; Visualization with Datawrapper, R, and Adobe Illustrator