

Charles Vincent Tiu

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SUMMARY

Highly driven candidate with experiences in data analytics, social media branding, and market research equipped with organizational skills that ensures cross-cultural communication, efficient project management, and great team work. Extremely passionate for innovative challenges in product or business development and marketing consultancy.

- Developed a method for 5-year sales forecast through statistical extrapolation of correlated macroeconomic trends
- Expedited the development of company's online product, which has become the company's main revenue source
- Pioneered cultural and green initiatives in the community to donate \$17,000 to Japan and used items to charity
- Computer Skills: Microsoft Office, Adobe CQ5, SPSS, Qualtrics, Adwords, JavaScript, SQL, HTML, CSS
- Language Skills: Fluent in spoken and written English, Mandarin and Cantonese

EDUCATION

Bentley University – McCallum Graduate Business School (GPA 3.70/4.00 – Magna Cum Laude), Waltham, MA

Master of Business Administration in Marketing and Management

May 2013

Bachelor of Science in Marketing (Cumulative GPA 3.66/ 4.00 – Magna Cum Laude)

Liberal Studies Concentration in Global Perspectives, Minor in Managerial Behavior

May 2012

Awards: Resident Assistant Unsung Hero Award, Circle K Member of the Year

WORK EXPERIENCE

Kitewheel, London, UK

Web Solutions Consultant

Jun. 2013 – Present

- Built a marketing campaign with the client's software developer to track over 2.5 million web events, analyzed the data, and delivered personalized content in real-time, increasing customer conversion rates by 300%
- Supported pre-sales by engineering real-time business applications connecting to third party APIs and web services using JavaScript, jQuery, HTML, and CSS, made demonstrations to clients to win new contracts
- Developed reverse Geocoding, Place/ Map searching, sentiment and entity analysis tools, and social data matching to be embedded into product for feature enhancement

Center for Marketing Technology (Bentley University's Marketing Agency), Boston, MA, USA

Department Assistant

Sept. 2012 – May. 2013

- Conduct eye tracking analysis on client's TV advertisement and analyze the results to provide feedback on customer perceptions and needed improvements through heatmap, beeswarm, and gazeplot analyses
- Assist companies and train classes to conduct market research through creating online Qualtrics surveys, facilitate focus groups, and utilize SPSS to perform correlation, extrapolation statistical analyses to gain customer insight

Influencers@ (Start-up Marketing Agency), Boston, MA, USA

Project Manager

Oct. 2011 – May. 2012

- Shortened product development and creation schedule from three years to four months through the creation of project milestone schedules, feature priority lists, task lists, user interface maps and operation flow charts. Product Chattermob had over 100,000 users and over 30,000 questions asked by companies just three months after launch
- Utilized Google Adwords, blogging, and Facebook branding tools to achieve 500% increase in peak traffic

Jardine Schindler Group (World's 2nd Largest Manufacturer of Elevators and Escalators), Hong Kong

Marketing Intelligence Intern

June 2011 – Aug. 2011; June 2012 – Aug. 2012

- Performed correlation and linear regression analysis on macroeconomic trends using SPSS to create mathematical models that calculated historic sales trends with a 5-year sales forecasts in the Philippine and Taiwan markets
- Generated internal PR releases and sales manuals to prepare sales and marketing team for new product launches and redesigned company webpage to introduce the company, products, and services available to 7,000 readers
- Established a method for determining future movements in elevator and escalator prices based on a basket of raw materials which enabled managers to set more accurate and competitive prices when bidding for sales projects

LEADERSHIP EXPERIENCE

Resident Assistant, International and Green Specialty Housing

2009 – 2013

Captain, Table Tennis Team

2001 – 2008