

EXPERIENCE

- **SinoPac Securities** Taipei, TW
Management Associate, Strategic Planning Dept. Jul 2022 - Jan 2023
 - **Strategic planning:** Delivered 5 comprehensive reports to the management teams & Chairman, includes business plans given rotation training and FinTech case study. Topics ranged from Omni-channel strategy for retail channel optimization, startups IPO valuation, podcast marketing for sales team educating, and digital advisory business growth hacking to younger generations and One-stop FinTech business model strategy analysis(20⁺ pages);
 - **Marketing & operation:** Provided assistance in annual corporate events and cross-subsidiary project in terms of internal consulting, integrated marketing and administrative works, includes coordinating with vendors and facilitating effective communication between teams and stakeholders
- **PChome Online** Taipei, TW
Strategic Planning Intern, CEO Office Oct 2021 - Jun 2022
 - **Strategic planning:** Given the headline goals of PChome E-commerce group, conducted 7 case studies (e.g., market research and competitive analysis) in TW & SEA market and internet industry, to directly support Executive Assistant to CEO, primarily include desktop research, financial data analysis, case write-up and slide deck for executive pitching;
 - **Operation & project management:** Supported with operation-wise analysis like financial modeling, P&L evaluation, user flows, data consolidation and curated meetings to align with business partners and stakeholders across BUs, facilitating the related projects(e.g. warehouse automation, food delivery alliance and fleet management) under group priorities and strategic goals like increasing order numbers, GMV or user engagement
- **IKEA** Taipei, TW
Digital Marketing Intern, Marketing Dept. Feb 2021 - Mar 2021
 - **Content marketing:** Transferred global and local marketing campaigns into digital form. Tasks include TW/HK website content management using Bootstrap and HTML to better online experience and localizing global materials in Taiwanese context to deliver the whole "IKEA vibe" to local market to make online user inspired by the products.
 - **Customer engagement:** Managed social media platform across Taiwan official Facebook and Instagram, tasks include material redesign, copy-writing and UTM tracking to drive social traffics to online or retail stores and bring practical product use cases to increase customer value and draw more IKEA fanboys & girls to the club.

EDUCATION

- **National Taiwan University** Taipei, TW
Master of Business Administration in International Business Sep. 2019 - Sep. 2021
- **National Sun Yat-Sen University** Kaohsiung, TW
Bachelor of Business Administration Sep. 2015 - Jun. 2019

LEADERSHIP

- **TMBA** Taipei, TW
Director, Strategy & Marketing Dept. Jun 2020 - Jun 2021
 - **Organization planning & project management:** Pivoted an internal marketing team to an official department with intention to better bridge the student-professional network then help the club grow, through cross-department communication and collaboration by leading projects (e.g. new hiring events, offline campaigns) and resources consolidation from alumni.
 - **Marketing communication & department development:** Expanded a small-sized and deteriorating department to 2.5x larger(~ 20 members), leveraging well-designed digital contents through social network, built up internal administrative legacy by assigned term projects mentoring and marketing related course/case lecturing.

COMPETENCIES

- **Programming & Design** 
Data Science in R, SQL; Professional Presentation & Graphic Design: Keynote, Adobe Illustrator, Photoshop
- **Bilingual in Chinese & English**
Excellent in English: TOEIC 950, College English Writing Contest 1st Place