Chia-Yu, Kuo

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EDUCATION

Bachelor of Risk management and Insurance, Minor in Economics, Expected 2022 (GPA: 4.03/4.3)

National Chengchi University — Taipei, Taiwan

- **Relevant Courses**: Marketing Management, Consumer Behavior, Data Science, Computer Programming

WORK EXPERIENCE

Monetization & Data Analysis Intern   March 2022 – Present

Perfect Corporation

- **Business Analysis:** Used SQL to extract business insight from user behavior data for future product optimization. Supported PM to execute market research and competitive analysis for more growth opportunities.

Market Research Intern   August 2021 – Present

GfK Corporation

- **Marketing Analytics & Reporting:** Supported analyst team in analyzing quantitative data and producing monthly client releases using spreadsheets and SQL databases.
- **Database Access and Management**: Assisted business intelligence analysts in data cleansing to ensure the quality of SQL database. Supported in process improvement and automation tools design.

Digital Marketing Intern   March 2020 – September 2020

BenQ Corporation

- **Influencer Marketing Project:** Supported department managers to manage KOL marketing. Designed social posts and Google ads campaigns to boost event website traffic.
- **Marketing Research**: Collected and analyzed data of impression and engagement to measure influencer marketing ROI. Conducted competitor analysis of gaming monitor market.

LEADERSHIP AND ACTIVITIES

Minister of Marketing Department   February 2019 – February 2020

NCCU Careering Club, NCCU Office of Student Affairs

- Managed the online presence of NCCU Careering, and the number of followers increased by **10%** to 5000.
- Advertised **40+** career lectures, and the total attendance for the semester was approximately 4000.
- Helped to design a online marketing plan for VoiceTube, a start-up company, in NCCU.

Event General Coordinator   May 2019 – February 2020

NCCU Open Source Software Application Consulting Group

- Organized 10+ program workshops to make college students realize the advantage of free software.
- Designed the online promotion projects and helped to grow the club.

SKILLS AND COMPETENCIES

Programming: Familiarity with SQL, R, and Python (Data Analysis, Scikit-Learn, Keras, Web Crawler)

Language: Chinese (Native) , English (TOEIC 900 / 990)