Chia-Yu, Kuo

Phone: +886-911-605-252 | Email: 107308016@nccu.edu.tw | Personal Website

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, Design Thinking, Data Science, Computer Programming

WORK EXPERIENCE

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

- Helped to manage the online presence of NCCU Careering. Number of followers increased by **10%** to 5000 during this period.
- 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.

Coordinator   July 2019 – October 2019
Career Sharing Talk: Working experience in overseas

- Programmed the marketing plans and Online promotion for the lecture.
- Scheduled the Career Talk with 60 guests, Saving the teams approximately $4,000 in advertising and technical support expenses.

SKILLS AND COMPETENCIES

Programming: Familiarity with SQL, R, and Python (Data Analysis, Scikit-Learn, Keras, Web Crawler)
Language: Chinese (Native) , English (TOEIC 900 / 990)