**­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, 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 )