



# Jessica Cho

A girl who has spent half her life in Taiwan, and half in America.

Has a huge passion for learning, problem solving and beautiful things.

## ★ Personal Highlight

- » Michigan State University / full-ride scholarship / GPA 3.8 / graduated from Supply Chain Management with honors
- » President of Taiwanese Student Association at MSU
- » Sales Revenue grew 450% in a year while working as an E-commerce / Digital Marketing Specialist

## 🌟 Google Certifications

Advance Google Analytics  
Google Ads Search

## 🌟 MOOC Certifications

Graphic Design Specialization (CalArts) - 5 courses  
HTML, CSS, and Javascript for Developers (Johns Hopkins)  
UI / UX Design Specialization (CalArts) - 4 courses

## 🔧 Professional Skills

### Language

Chinese	●●●●●
English	●●●●●
Taiwanese	●●●●○
Japanese	●●●○○

### Computer

Mac & Windows System  
Photoshop, Illustrator, InDesign  
Figma, Sketch  
HTML, CSS, Javascript, RWD

### Business

E-commerce  
SEO  
A/B Testing  
Usability Test

## 📁 Experience

### Tour Planner / Product Planning Specialist (Uno Tour) Taiwan, May 2019 - Nov 2021

Market research & analysis; ConProduct planning, design, and pricing.  
Collect feedback and carry out product adjustments / maintenance accordingly.  
Supplier relationship management including price negotiation, channel business development.

### E-commerce Specialist / Digital Marketing (Rextec International) Taiwan, Nov 2017 - Dec 2018

Monitoring stock level, analyze sales performance, ROI, and customer data to produce business-level insights.  
Plan, develop and execute marketing projects including collaboration opportunities with KOL.  
Manage social media platforms including all digital materials on Facebook, Instagram, and Twitter.

### Sales / Bank Teller (JP Morgan Chase) USA, May 2015 - Jan 2017

Achieve top sales (referrals) with 263 accounts opened in a month.

### Shift Supervisor / Barista (Starbucks) USA, Aug 2014 - May 2015

Working under extreme pressure efficiently at the highest grossing Starbucks in Michigan.

### Teaching Assistant / Computer Science Engineering (MSU) USA, Dec 2013 - Jun 2014

Support & assume instructor's role for a class size of 35 people with topics relating to Excel, Access, and others.