



Jessica Cho

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

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

★ Personal Highlight

» Michigan State University / full-ride scholarship / GPA 3.8 / graduated from Supply Chain Management with honors

» Sales Revenue grew 450% in a year while working as an E-commerce / Digital Marketing Specialist

🌟 Certifications

Advance Google Analytics

Google Ads Search

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. Product 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 for 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.