

# Chin Chia Chang

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## EDUCATION

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<b>University of Texas at Austin</b>	Texas, USA
Master of Science in information Studies in Information Studies	2019.8-
<b>National Taiwan University</b>	Taipei, Taiwan
Bachelor of Science in Psychology, GPA 3.83/4.30	2011.9-2015.6
Communication Program	
<b>Fatih University</b>	Istanbul, Turkey
Exchange Student, GPA 3.86/4.0	2015.9-2016.6

## WORK EXPERIENCE

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<b>Marketing Specialist</b> , GoodLife Technology Co., Taipei, Taiwan	2016.10-2019.4
<ul style="list-style-type: none"><li>• Conducted SWOT market analysis, and created marketing strategies by using AIDAS model.</li><li>• Took responsibilities of Facebook Ads and Google Ads to develop Taiwanese, Japanese and Vietnamese markets,.</li><li>• Analyzed the blog traffics by Google Analytics, and optimized SEO-friendly contents.</li><li>• Redesigned the website front-page to provide better user experience.</li></ul>	
<b>Part-time Escape Game Designer and Operator</b> , BearHorse Studio	2018.1-2019.7
<ul style="list-style-type: none"><li>• Hosted more than 100 groups of participants, and monitored their progress in the game.</li><li>• Side Project: Outdoor Pervasive Game near Jianzicui Metro Station</li></ul>	
<b>Part-time Administrative Assistant</b> , Dept. of Psychology Office	2013.9-2015.6

## VOLUNTEER EXPERIENCE

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<b>Tutor</b> , Ping-Lin Elementary School, New Taipei City, Taiwan	2014.10-2015.2
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## HONORS AND AWARDS

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<b>CoS Students Internationalization Grant</b> , NTU College of Science (USD \$1,750)	2015
<b>Jin-Mian Scholarship</b> , Mining Association of the Republic of China (USD \$330)	2014
<b>2nd Place</b> , Graphic Advertisement Design, 24th Times Young Creative Awards	2015

## OTHER

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<b>Language:</b> English (TOEFL 105/120), Chinese (native), Turkish (A2)
<b>Skill:</b> Google Analytics, Google Ads, Facebook Ads, HTML, CSS, Illustrator, SPSS
<b>Other:</b> Personal blog with 3,000 visits/month.