

# Chin Chia Chang

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Portfolio: <https://drinkstyle.github.io/chinchiang/>

## EDUCATION

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<b>University of Texas at Austin</b>	Texas, USA
Master of Science in Information Studies	2019.8-Present
<b>National Taiwan University</b>	Taipei, Taiwan
Bachelor of Science in Psychology, GPA 3.83/4.30	2011.9-2015.6
Communication Program	

## WORK EXPERIENCE

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<b>Marketing Specialist</b> , GoodLife Technology Co., Taipei, Taiwan	2016.10-2019.4
<u>Social Media</u>	
<ul style="list-style-type: none"><li>Managed fan pages, curated contents, and got 150 fans/month in the previous year.</li><li>Wrote SEO-friendly blog posts, maintained the categories, and ranked on the 1st page of Google results for several posts.</li></ul>	
<u>E-commerce Marketing</u>	
<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 and Vietnamese markets, separated audiences to display ads, and curated ad contents.</li><li>Redesigned the website front-page by layout design and content curation, hence built a one-page design 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>Host more than 100 groups of participants, and monitored their progress in the game.</li><li>Side Project: Outdoor Pervasive Game near Jianzicui MRT Station</li></ul>	
<b>Part-time Administrative Assistant</b> , Dept. of Psychology Office	2013.9-2015.6

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