

# CHIEN-HAN(JENNY) CHIU

(608) 628-7875 | [jennychiu234@gmail.com](mailto:jennychiu234@gmail.com) | [linkedin.com/in/jenny-chiu-profile/](https://www.linkedin.com/in/jenny-chiu-profile/) | [Portfolio](#)

---

## PROFESSIONAL SUMMARY

I am a business analytics professional who is naturally curious, analytical, and energized by solving complex challenges through data. With a foundation in computer science and a passion for insight-driven strategy, I bring experience across business intelligence, data visualization, agile delivery, and stakeholder communication. Skilled in Python, SQL, Tableau, and Power BI, I thrive in fast-paced, cross-functional teams where data informs decisions and drives innovation.

---

## EDUCATION

### University of Wisconsin-Madison

July 2024 - May 2025

*Master of Science in Business Analytics*

Madison, WI

- Relevant Coursework: Data Visualization, Machine Learning, Advanced SQL & Data Warehouse, Text Analytics, Cloud Technology, RPA, Prescriptive Modeling, Project Management

### National Chengchi University

Sep 2018 - June 2022

*Bachelor of Computer Science and double major in Digital Content and Technology*

Taipei, Taiwan

- Relevant Coursework: Data Structures, Algorithms, Web Programming, Data Analysis & Programming, Business Management

---

## TECHNICAL SKILLS

**Programming:** Python(Pandas, Scikit-learn, PyTorch, Numpy, matplotlib), R, SQL, HTML/CSS, JavaScript, C/C++, Excel VBA

**Data Tools:** Tableau, Power BI, Celonis, UiPath, DataRobot, Lucidchart, HubSpot, WordPress, AWS, Snowflake, Databricks

**Data Science Methods:** Machine Learning, NLP, ETL Pipelines, Data Cleaning & Preprocessing, Predictive Modeling, Text Analytics, Database Management, Data Visualization, KPI Dashboards

---

## WORK EXPERIENCE

### Pershing Technology Services Corporation.

July 2021 - June 2023

*Marketing Analyst(Full-time) / Marketing Intern*

Taipei, Taiwan

- Cleaned and standardized 10,000+ HubSpot CRM entries, improving segmentation accuracy and enabling sales and marketing to run more targeted B2B campaigns.
- Conducted market research and A/B testing that helped refine messaging strategies and improved lead conversion by 20%.
- Planned and executed 10+ marketing events and branding campaigns at Allied Telesis HQ, contributing to a 10–15% uplift in sales performance.
- Built Power BI dashboards and content strategies to track ROI and inform digital efforts—boosting web traffic by 25%, brand visibility by 30%, and social media following by 50%.

### Shanghai Far Eastern IT Co., Ltd.

July 2021 - Aug 2021

*Software Engineering Intern*

Taipei, Taiwan

- Automated invoice recognition using Python and JavaScript/Node.js to streamline data classification, reducing manual effort and error rates.
- Integrated automation into finance ops, improving processing efficiency by 75% and accelerating reporting cycles.
- Built internal tools for data migration, enhancing system compatibility and ensuring smooth business transitions.

---

## SELECTED PROJECTS

### Capstone Project— Data Analysis for CRM Optimization & Lead Generation

Jan 2025 - May 2025

- Collaborated with business stakeholders to define lead scoring metrics and customer segments from 2,400+ HubSpot CRM records, aligning analytics with sales objectives.
- Cleaned and transformed CRM data; automated scraping using AI tools and wrote advanced SQL queries to surface 1,000+ qualified B2B leads.
- Delivered BI dashboards and competitor insights that informed go-to-market planning and strategic decisions in the industrial automation sector.

### Red Wine Prediction and Recommendation System

Jan 2025 - Apr 2025

- Built a machine learning pipeline (Random Forest, XGBoost, KNN) to predict wine quality and recommend personalized options based on user taste profiles and chemical attributes.
- Delivered a recommendation engine that improved accuracy and enhanced the user experience on wine platforms.

### Senior Project – Podcast Recommendation System (1st Place Award)

June 2021 - Jan 2022

- Designed and built a full-stack podcast recommendation system with Spotify API integration, using Python for logic and Vue.js for dynamic UI.
- Delivered a scalable and personalized experience that improved content discovery, earning departmental recognition for innovation and UX excellence.