

CHIEN-HAN(JENNY) CHIU

(608) 628-7875 • [linkedin.com/in/jenny-chiu-profile/](https://www.linkedin.com/in/jenny-chiu-profile/) • ajl0114@gmail.com

PROFILE

With a background in Computer Science and experience as a Marketing Specialist, I am pursuing a Master's in Business Analytics at UW-Madison. I specialize in data analytics, combining technical expertise with marketing insights to develop data-driven strategies that drive innovation and optimize decision-making and enhance user experiences.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI

2025

Master of Science in Business Analytics Candidate

- Key Coursework: Statistics and Programming for Business Analytics, Cloud Technology, Data Technology, Project Management, Data Visualization, Machine Learning, Prescriptive Modeling and Optimization, Experiments and Causal Methods, Robotic Process Automation, Advanced SQL and Data Warehouse, Text Analytics and Business Application, Marketing Analytics

National Chengchi University (NCCU), Taipei, Taiwan

2022

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

- Key Coursework: Calculus, Linear Algebra, Data Analysis and Programming, Computer Programming, Data Structures, Algorithms, Web Programming, Fintech and Business Innovation, International Business Management

SOFTWARE AND TOOLS

Microsoft Office / HTML / JavaScript / CSS / C / C++ / Python / Canva / Premiere / Tableau / SQL / R / AWS Web Service/ AWS ETL /Power BI/ Snowflake / SaS / Celonis / Lucidchart / UiPath / DataRobot / HubSpot / WordPress

PROFESSIONAL EXPERIENCE

Pershing Technology Services Corporation, Taipei, Taiwan

07/21-06/23

Marketing Analyst & Marketing Intern

- Managed the HubSpot marketing data system, processing and analyzing over 10,000 data points, including labeling incomplete data, to evaluate marketing effectiveness through market research, A/B testing, and performance analysis.
- Planned and executed over 10 marketing events annually, leading brand marketing efforts on the company's official website and social media platforms, increasing brand awareness by 30% and boosting social media followers by 50%.
- Led brand marketing and business development at Allied Telesis, driving B2B growth through industry exhibitions and partnerships, while optimizing digital strategies to increase website engagement by 25% and boost sales by 10-15%.
- Directed cross-functional marketing projects, collaborating with engineering, sales, and product teams to develop data-driven dashboards and track KPIs.
- Analyzed market trends and consumer behavior, providing actionable insights to optimize marketing strategies and enhance engagement.

Shanghai Far Eastern IT Co., Ltd.

2021

Software Engineering Intern

- Utilized Python for invoice recognition and processing invoice data formats
- Employed JavaScript and Node.js to develop invoice classification and data transfer to the company's database, resulting in a 75% enhancement of financial operational system efficiency

SELECTED PROJECT

Senior Project-Podcast Recommendation System Award

07/21-01/22

- Developed a podcast recommendation system with a team of three, integrating Spotify's API for podcast data. Built a Python-based database and designed a responsive front-end with Bootstrap and Vue to support back-end requirements.

Capstone Project— Data Analyst and Market Strategy

01/25-present

- Cleaned and categorized raw data, filling missing values in the HubSpot dataset by categorizing industry fields and headquarters regions. Transitioned from Python web scraping to AI tools, enhancing efficiency. Additionally, evaluated lead generation tools and conducted competitor analysis to refine customer targeting and business outreach

Red Wine Prediction and Recommendation System(INFORMS Conference Selection)

01/25-present

- Built a machine learning model using Random Forest, XGBoost, and KNN to predict wine quality and generate personalized recommendations based on chemical attributes. Performed data preprocessing, feature engineering, and statistical analysis to improve model accuracy. Leveraged data visualization and predictive analytics to enhance consumer decision-making and optimize product offerings.