

JESSICA HSIEH

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PROFESSIONAL SUMMARY

MSc in Big Data and Business Analytics specializing in Advanced AI, with proficiency in SQL, Python, and Tableau. My background in international sales and client relations enhances my ability to translate technical terms and data into business solutions. Passionate about data-driven strategies and data science, I am eager to leverage my skills to foster predictive insights and automate business processes.

EDUCATION

**IE SCHOOL OF SCIENCE AND TECHNOLOGY** **Madrid, Spain**  
*Master of Science, Business Analytics and Big Data Specialized in Advanced AI* Sep. 2023 - Jul. 2024 (Expected)  
*Ranked 7th worldwide in the QS rankings (2023)*

**ROBERT GORDON UNIVERSITY** **Aberdeen, United Kingdom**  
*Bachelor of Arts with Distinction, Hotel and Business Management* Aug. 2017 – Dec. 2018

**BHMS BUSINESS & HOTEL MANAGEMENT SCHOOL** **Lucerne, Switzerland**  
*Bachelor of Art, Hotel and Business Management* Aug. 2015 - Dec. 2017

PROFESSIONAL EXPERIENCE

**Forma** (Tech Start-Up, Series C Funding) **Remote**  
*Client Experience Specialist* Sep. 2022 – Jul. 2023

- Engaging with clients from top-tier tech sectors, analyzed feedback, and spearheaded strategic service enhancements, achieving consistent client satisfaction rates of over 95%
- Leveraged problem-solving skills to streamline processes for leading technology companies, achieving rapid and effective query resolution

**W Taipei, W Hotels Marriott** (Tourism, 61.24B) **Taipei, Taiwan**  
*Sales Manager* Jan. 2021 – Feb. 2022

- Specialized in event sales and managed 30+ corporate accounts and achieved ~5 million USD in sales during COVID-19 pandemic, maintained and established relationships with leading global financial institutions and luxury retail brands
- Partnered with cross-functional teams to enhance project operational efficiency, leading to a 20% reduction in process turnaround time and strengthening collaborative productivity

MAJOR PROJECTS

**Ryanair Sustainability Datathon** | *Python, Scikit-Learn, Catboost, Optuna, Plotly, Matplotlib* Mar. 2024

- Developed and deployed an XGBoost model outperformed various machine learning algorithms, reducing food waste by 20% and increasing revenue by 10% through enhanced efficiency and sustainability goal
- Translated complex data insights into actionable business strategies, effectively communicating model's benefits in a data-driven presentation

**Mobile Store Sales Database and Analytics** | *SQL, Python* Dec. 2023

- Developed relational database model with automated triggers, ensuring data integrity, and applied RFM analysis to derive insights from customer behaviors

LANGUAGES

**English** (Native); **Mandarin Chinese** (Native)

IT SKILLS

Software: Python | SQL  
Libraries: Pandas | NumPy | Scikit-Learn | Seaborn | Plotly | Matplotlib  
Technologies: Excel | Power BI | Tableau | Looker Studio

OTHER RELEVANT INFORMATION

National Taiwan University - Power BI and Business Analytics Nov. 2022  
AWS Academy Cloud Foundations & AWS Data Engineer. Jul 2024 (Expected)