JESSICA HSIEH

jessih828@gmail.com | linkedin.com/in/hsieh-jessica | https://jessih828.github.io/

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 excited to use my skills to find 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,* M*atplotlib*   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 RELEVENT INFORMATION

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