

KYLE KAO

skao3@usfca.edu | +1(650)3096817 | <https://www.linkedin.com/in/kyleskao/>

Professional Summary

Dynamic Account Manager and Marketing Specialist with a proven track record in driving revenue growth, developing strategic marketing campaigns, and leveraging data analytics to inform business decisions. Expert in cultivating client relationships, conducting technical presentations, and managing digital presence to enhance brand visibility and engagement.

Professional Experience

MA LABORATORIES, INC. , SAN JOSE, CA

Oct 2023 - Present

Account Manager

- Developed a user-friendly CRM system using Excel and VBA, enhancing data management and interface efficiency.
- Achieved an average monthly revenue of \$25,000 from key IT hardware industry accounts, contributing to sales growth.
- Conducted technical presentations and product demonstrations to client procurement teams, influencing purchasing decisions.
- Successfully negotiated contracts and closed deals, meeting annual sales targets and ensuring optimal profit margins and inventory delivery.

EMC, TAIPEI, TAIWAN

Jan 2016 - Aug 2022

Head of Sales & Marketing – Strategy, Revenue Generation

- Spearheaded language school operations, achieving a remarkable \$300K in annual revenue and a 150% growth rate, while managing sales exceeding \$100K, executing impactful marketing campaigns, and leveraging web data analytics for strategic insights.
- Enhanced educational resources and teacher support by performing web data crawling, cleansing, and profiling on TOEFL test contents using Python, alongside conducting comprehensive student profile analyses with Excel analytics tools like VLOOKUP and pivot tables for data synthesis into actionable reports and visualizations.
- Utilized advanced R analytics to scrutinize marketing effectiveness and student performance data, generating detailed reports and recommendations to inform and optimize business strategies and decisions.
- Oversaw digital presence and community engagement by managing the official website, growing an Instagram account to 1200 followers, and nurturing a Facebook group community of 14,000 users, in addition to supervising and mentoring 4 part-time assistants in sales and client relationship management skills.

FUMEI FAST FOOD CO., LTD.

Jun 2013 - Aug 2022

Marketing Specialist – Pricing, SMB, SEO, Social Media Advertising, Analysis

- Managed Facebook fan page with 2000 followers, analyzed customer data using Google Ads
- Analyzed annual sales data and created income statements
- Increased profit margin by 8-12% over 5 years through \$300,000 in annual sales campaigns
- Coordinated marketing campaigns and sales development with shift leaders

RAMMAX TECHNOLOGY CO., LTD, NEW TAIPEI CITY, TAIWAN

Jan 2015 - Dec 2015

International and E-Commerce – Hardware (Memory, SSD) – Account Manager

- Achieved \$80,000 in monthly sales revenue through e-commerce platforms like Amazon and Alibaba
- Generated \$9,000 in new contracts as exhibition representative at 2015 Computex
- Leveraged deep technical expertise in memory module specifications to guide clients through product features, demonstrating an in-depth understanding of their unique requirements.
- Built and maintained relationships with 50+ client accounts

Education

UNIVERSITY OF SAN FRANCISCO, San Francisco, CA

Aug 2022 - Julv 2023

M.S. Marketing Intelligence - Data Analytics, Quantitative & Qualitative Decision-Making Affecting Marketing Strategies

SOOCHOW UNIVERSITY, Taipei, Taiwan

Sept 2009 - June 2013

Bachelor of Business Administration

Skills

R, SQL, MySQL, Python, C++, Excel(Pivot table, Vlookup, charts) Git, Markdown, KNIME, Google Analytics, Google Ads, Tableau, Qualtrics, MS Word, MS PowerPoint, MS Outlook, GitHub Pages, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe Audition

- Languages: Mandarin (Native), English (TOEFL 98), Japanese (N5)
- Personal projects, certifications, and programming material: <https://kylekao.github.io/>