

KYLE S. KAO

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Professional Experience Education

2023-present **MA LABORATORIES, INC.**
Account Manager

San Jose, CA

- Leveraged Excel and VBA skills to develop a flexible CRM solution, optimizing data structures and interface for usability
- Drove sales growth with key accounts in the IT hardware industry, averaging \$25K in the first three months
- Delivered technical presentations and demos on computing products and technologies to client procurement teams
- Negotiated contracts and closed deals to meet annual sales targets and maximize profit margins
- Coordinated across sales, product, and supply chain teams to secure computer component inventory and ensure timely delivery
- Prepared regular sales reports and forecasts on account progress, pipeline opportunities, and market insights
- Continuously identified and pursued new sales opportunities within existing accounts to develop them into high-value strategic partnerships

2016 - 2022 **EMC**
Head of Sales & Marketing — Strategy, Revenue Generation

Taipei, Taiwan

- Led strategies for a language school, achieving \$300K annual revenue and 150% growth
- Managed sales over \$100K, executed marketing campaigns, and utilized web data analytics
- Performed web data crawling, data cleansing and data profiling on TOEFL test contents with Python as teachers' resources
- Conducted in-depth analysis of student profiles using Excel analytics such as VLOOKUP and pivot tables to synthesize data into shareable reports and visualizations
- Analyzed marketing and student test data using R to build reports and provided recommendations for business decisions
- Managed official website content, Instagram account with 1200 followers, and Facebook group with 14,000 users
- Supervised 4 part-time assistants, mentoring sales and client relationship skills

2013 - 2022 **FUMEI FAST FOOD CO., LTD.**
Marketing Specialist – Pricing, SMB, SEO, Social Media Advertising, Analysis

Taipei, Taiwan

- 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

2015 **RAMMAX TECHNOLOGY CO., LTD**
International and E-Commerce – Hardware (Memory, SSD) – Account Manager

New Taipei City, Taiwan

- 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

Additional

2022-2023 **UNIVERSITY OF SAN FRANCISCO**

San Francisco, CA

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

- **Relevant Coursework:** Marketing Analytics (Time Series Analysis & Forecasting), Survey Design, Data Storytelling, Consumer Behavior, Qualitative Market Research, Experimental Design, Applied Statistics in R
- Machine Learning, Data Mining, Predictive Analytics, Big Data, Big Data & Data Engineering Platforms
- **Partnered With Vagaro Inc.** To Conduct Market Research Through Surveys & in-Depth Interviews To Gain Insight Into the Tattoo Industry To Understand Growth Opportunities and Client Pain Points
- Let Project Providing Digital Marketing Consulting for the Boys and Girls Club of North San Mateo County
- Project: Performed Time Series Analysis on Factors Influencing Netflix Subscriber Changes
- Project: Designed and Administered Airbnb Consumer Insight Survey and Analyzed Results
- Project: Developed Market Entry Strategy and Recommendations for Whole Foods Market in the Philippines

Technical: R, SQL, MySQL, Python, C++, Excel(Pivot table, Vlookup, charts) Git, Markdown, KNIME, Google Analytics, Google Ads, Data Analysis

Tools: Tableau, Qualtrics, MS Word, MS PowerPoint, MS Outlook, GitHub Pages, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe Audition

July 2019 **NATIONAL TAIWAN UNIVERSITY (TOP UNIVERSITY IN TAIWAN)**

Taipei, Taiwan

Computer Science courses in Python, Web Crawling, R, Data Science, MySQL

2009-2013 **SOOCHOW UNIVERSITY**

Taipei, Taiwan

Bachelor of Business Administration

- Languages: Mandarin (Native), English (Fluent), Taiwanese (Native), Japanese (Basic)
- Personal Projects, Certifications, and Programming Material: <https://Kylekao.Github.io/>