

# KYLE S. KAO

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## Education

### UNIVERSITY OF SAN FRANCISCO

San Francisco, California

#### Master of Science, Marketing Intelligence (Focus: Design & Data Analytics)

July 2023

- 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
  - Practicum project – Making marketing positioning plan to help appointment scheduling software solution build trust credibility in body modification industry
  - “Time Series Analysis on finding out what causes Netflix subscribers changes”
  - “Airbnb Consumer Insight Survey Design & Data Collection”
  - “Experimental Design & Analysis on Origami Frog Experiment inspired by The High Price of Ownership”
  - “Digital Marketing Consulting Project of Boys and Girls Club of North San Mateo County”
  - “Whole Foods Market Strategy & Planning for Philippines Expansion”

**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

### NATIONAL TAIWAN UNIVERSITY (TOP UNIVERSITY IN TAIWAN)

Taipei, Taiwan

**Computer Science** (coursework): Python, Web Crawling, R, Data Science, MySQL

July 2019

### SOOCHOW UNIVERSITY

Taipei, Taiwan

**Bachelor of Business Administration**

June 2013

## Professional Experience

2023 **BUSINESS MANAGEMENT SOFTWARE COMPANY | BODY ART INDUSTRY** Dublin, California, United States  
**Secondary Research And Analytics Lead | Student Market Research Consultant**

- Collaborated on consulting project for master’s capstone, applying quantitative, qualitative, and secondary research to provide recommendations for customer retention and trust-building in an established vertical
- Conducted secondary research using business databases to understand the industry landscape and overall market trends
- Conducted user Quantitative survey interviews – understand key factors for company growth and improvement
- Participate in designing quantitative survey -- delegated tasks, structured questions, and programmed in Qualtrics to optimize data quality and alignment with objectives
- Analyzed qualitative customer interviews to extract key insights regarding current practices and pain points, producing recommendations for targeted strategies

2023 **BOYS & GIRLS CLUBS OF NORTH SAN MATEO**

San Mateo County, California,

**Student Digital Marketing Consultant**

United States

- Engaged in a consulting project as part of a digital marketing course, providing data-driven strategy recommendations for promoting volunteer signups that resulted in doubling the size of the team
- Analyzed ad campaign data from 12,000 impressions through A/B testing, generating actionable insights to increase engagement on Facebook
- Led a comprehensive website audit, analyzing navigational menus, multimedia content, and message tailoring to provide recommendations for streamlining user experience
- Presented practical digital strategy recommendations to the Communications Manager, focusing on optimizing marketing operations and achieving results efficiently

- 2016 - 2022     **EMC**     Taipei, Taiwan
- Head of Sales & Marketing – Strategy, Revenue Generation***
- Performed data crawling on web, extraction, data cleansing and data profiling of TOEFL test on Python as teachers' resources
  - Lead sales and marketing strategies for leading language school, serving 500 students and generating \$300,000 revenue annually. Personally managed sales over \$100,000 / year
  - Hands on experience with vlookup, pivot tables, advanced excel and simple analysis on student profiles
  - Created marketing campaigns for whole company to executed and 150% growth
  - Studied 3 years of marketing data and students test result data with R into report for owner building decision
  - Maintained content of official website, 500 followers Instagram account and 12000 users of Facebook group
  - Supervised work of 4 part-time assistants for period of 9 months, mentoring skills of sales and client relationship
- 2013 - 2022     **FUMEI FAST FOOD CO., LTD.**     Taipei, Taiwan
- 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 made annual income statement, and ran sales campaigns
  - Conducted \$300,000 yearly sales revenue and increased profit margin 8-12% in 5 years
  - Coordinated with 2 shift leaders for marketing campaigns and sales development
- 2015 - 2015     **RAMMAX TECHNOLOGY CO., LTD**     New Taipei City, Taiwan
- International and E-Commerce – Hardware (Memory, SSD) – Account Manager***
- Maintained e-commerce platforms (Amazon, Alibaba.com, Ruten.com.tw) to achieve an overall \$80,000 in monthly sales revenue
  - Managed 2015 Computex as exhibition representative and created \$9,000 worth of contracts from match making meetings

#### **Additional**

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