

# 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 and 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

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/>