

KYLE KAO

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Professional Summary

Results-driven Account Manager with 5+ years of experience in IT hardware sales and marketing. Skilled in CRM development, data analytics, and strategic planning. Proficient in Python, SQL, R, and VBA, with a strong background in marketing intelligence and business development.

Professional Experience

MiTAC Computing Technology USA corp. Newark, CA Sales Account Executive

Nov 2024 - Present

- Strategic Account Management: Nurture key relationships in data center and cloud sectors.
- Solution-Based Selling: Tailor server and storage solutions for edge computing, cloud, and AI/ML needs.
- Technical Expertise: Apply knowledge of MiTAC server platforms for optimal IT solutions.
- Cross-Functional Collaboration: Coordinate with engineering for seamless custom server delivery.
- Market Intelligence: Analyze data to identify trends in the data center industry.

Ma Laboratories, Inc. , San Jose, CA Account Manager

Oct 2023 - Oct 2024

- Engineered custom CRM system using Excel/VBA, increasing data management efficiency by 30%
- Generated \$40K average monthly revenue from key accounts, exceeding sales targets consistently
- Boosted client conversions by 20% through compelling product demonstrations

EMC, Taipei, Taiwan

Jan 2016 - Aug 2022

Head of Sales & Marketing – Strategy, Revenue Generation

- Drove language school operations to \$300K annual revenue with 150% growth rate.
- Leveraged Python for web data crawling, enhancing educational resources and teacher support.
- Utilized R analytics to optimize marketing strategies, resulting in a 25% increase in student enrollment.
- Grew Instagram following to 1,200 and managed a Facebook community of 14,000 users.

FuMei Fast Food Co., Ltd. , Taipei, Taiwan

Jun 2013 - Aug 2022

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

- Increased profit margin by 8-12% over 5 years through strategic \$300,000 annual sales campaigns.
- Managed Facebook fan page, growing followers to 2,000 and optimizing ad performance via Google Ads.
- Conducted in-depth annual sales data analysis, producing actionable income statements.

RamMax Technology Co., Ltd, New Taipei City, Taiwan

Jan 2015 - Dec 2015

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

- Achieved \$80,000 in monthly sales revenue through Amazon and Alibaba platforms.
- Secured \$9,000 in new contracts as exhibition representative at 2015 Computex.
- Managed and grew relationships with 50+ client accounts, leveraging deep technical expertise.

Education

UNIVERSITY OF SAN FRANCISCO, San Francisco, CA

Aug 2022 - Jul 2023

M.S. Marketing Intelligence

- **Focus: Data Analytics, Quantitative & Qualitative Decision-Making**
- **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

SOOCHOW UNIVERSITY, Taipei, Taiwan

Sep 2009 - Jun 2013

Bachelor of Business Administration

Skills

Technical Skills: R, SQL, Python, C++, Excel (Pivot tables, VLOOKUP, Charts), KNIME, Google Analytics, Google Ads, Tableau, Qualtrics Adobe Suite: Premiere Pro, Illustrator, Photoshop, Audition Microsoft Office: Word, PowerPoint, Outlook Other: GitHub Pages, Markdown

Languages: Mandarin (Native), English (TOEFL 98), Japanese (N5)

Personal Projects & Certifications: <https://kylekao.github.io/>