KYLE S. KAO

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Professional Experience

2023-present   MA LABORATORIES, INC.   San Jose, CA
Account Manager
- Leveraged strong Excel and VBA skills to develop flexible CRM solution integrated with other Office apps to meet organizational requirements. Optimized data structures and interface for usability.
- Develop and manage relationships with key accounts in the IT hardware industry to drive sales growth with average 25K in the first three months
- Work closely with new and existing clients to understand their business needs and match them with relevant component solutions
- Deliver technical presentations and demos to client procurement teams on latest computing products and technologies
- Negotiate contracts and close deals to meet annual sales targets and maximize profit margins
- Coordinate across sales, product engineering, and supply chain teams to secure computer component inventory and ensure timely delivery
- Prepare regular sales reports and forecasts on account progress, pipeline opportunities, and market insights
- Continuously identify and pursue new sales opportunities within existing accounts to develop them into high-value strategic partnerships
- Serve as the primary point of contact for major accounts for order processing, renewals, troubleshooting, and satisfaction

2016 - 2022   EMC   Taipei, Taiwan
Head of Sales & Marketing – Strategy, Revenue Generation
- Lead sales and marketing strategies for leading language school, serving 500 students and generating $300,000 revenue annually. Personally managed sales exceeding $100,000 per year
- Developed and executed innovative marketing campaigns for the entire company, led to a 150% growth
- Performed web data crawling, extraction, 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 3 years of marketing and student test data using R to build reports and provided recommendations for business decisions
- Managed official website content, Instagram account with 500 followers, and Facebook group with 12,000 users
- Supervised 4 part-time assistants for 9 months, mentoring sales and client relationship skills

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 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   New Taipei City, Taiwan
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

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

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