

# LIN, TZU HSUN

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## Education

### Business Marketing Co-op Diploma Program

September 2019 - Present

Georgian College - Barrie, ON

- Courses: Digital Marketing, Marketing Research, Marketing Strategy Planning
- Thesis: "SEO: How the algorithms in Google search engine work"

### Kai Ping Culinary School Graduation Diploma

September 2013 - June 2017

Taipei, Taiwan

- Courses: Restaurant Management, Food & Beverage Service, Food Safety and Sanitation
- Successfully completed an internship in the Gala Hotel

## Skills

**Certifications:** Google Analytics Individual Qualification (GAIQ), Google Ads (Search, Display, Video, Fundamental)

**Digital Marketing:** Front-end web development, JavaScript, Web Analytics, Web Design, SEO, SEM, Facebook Blueprint

**Language:** English, Mandarin

## Work Experiences

### Marketing Assistant

Summers Advertising Corporation - Taipei, Taiwan

January 2019 - July 2019

- Analyzed marketing activities and websites to promote products and services, working with advertising managers
- Optimized and identified Google Ads reports, based on the number of CPC, impression, market characteristics and cost
- Posted advertisements on social media, such as Facebook and Instagram, also interpreted the reports to the clients as well as presented the way to improve it
- Evaluated the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections

### Lead Hand

Encore Renovations - Barrie, ON

November 2019 - March 2020

- Helped workers to fix needs and meet goals by mediating the concerns with upper management
- Involved with, and supportive of, disciplinary actions brought about by site supervisors also made sure operation progressed fluently
- Performed as a bridge, such as resolving issues between team members, and conveyed the organized information to coworkers from the project manager
- Addressed the requirements for specific materials or tools and reported to the appropriate person

## Additional Information

The gap year has taken Jun. 2017 – Aug. 2018 to serve the obligatory military in the Air Force Military Police