

Michael Liu

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EDUCATION

Brigham Young University – Marriott School of Business	Provo, UT
<i>Bachelor of Science(Pre-business) in Global Supply Chain</i>	Aug 2021
<ul style="list-style-type: none">▪ GPA 3.92 / 4.00▪ Member of Management Consulting Club▪ Brigham Young University High School Independent Study program<ul style="list-style-type: none">▪ Studying under an English curriculum, able to create a bridge between Eastern and Western culture.▪ Relevant coursework: Chinese, Biology, English, Physics, Geography, Chemistry, French...etc▪ GPA 3.86 / 4.00	

EXPERIENCE

Brigham Young University Continuing Education	Provo, UT
<i>Marketing Specialist</i>	Aug 2021-Present

- Marketing plan execution
- Data observation and analysis
- Advertisement coordination with producers
- Contacting clients to present program materials and seek opportunities for collaboration

Global Digi Dental Clinic	Taoyuan, Taiwan
<i>Marketing Manager</i>	Oct 2020 – July 2021

- Marketing strategic planning (Competition evaluation, marketing surveys and data analysis)
- Led a team of 10 marketing specialists and ensuring that the team reaches marketing targets
- Marketing execution and increased the revenue growth by 25% and increased 2700 new patients
- Creating detailed marketing budget and quarterly forecast for marketing activities and expenses
- Advertisement coordination and participation with Youtubers and Podcasters
- Monitoring SEO, social media, and website metrics. (Google analytics, WordPress, and backstage programming)

Freelancer	Taoyuan, Taiwan
<i>Translator & English teacher</i>	April 2020 – May 2021

- Translator for corporations. (Chinese-English, English-Chinese)
- Chinese-English translation video subtitles and articles.
- Essay translation for high school and university students. (Chinese-English)
- Taught international student TOEFL speaking and listening.
- Taught international student IELTS speaking, listening, reading preparation

LEADERSHIP & SERVICE

The Church of Jesus Christ of Latter-day Saints	Taoyuan, Taiwan
<i>Pianist</i>	April 2018 – July 2021

- Volunteered as a pianist for church meetings.

The Church of Jesus Christ of Latter-day Saints	Taoyuan, Taiwan
<i>Translator</i>	Sep 2020 – July 2021

- Volunteered as a translator for regular church meetings for foreign members and area seventy.

AWARDS, SKILLS & INTERESTS

- Diverse background learner
- Bilingual, fluent in English and Chinese.
- An open-minded thinker and problem solver that is willing to take responsibility.
- Have a creative approach regarding difficult scenarios and can achieve success with a calm and relentless effort.
- Website design and coding (HTML, CSS, Bootstrap)