

YI-CHUN CHEN

A marketer at an IT company seeking
further education in Human-Computer
Interaction at the University of Michigan.

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EDUCATION & ACADEMIC HONORS

- Sep 2013 – Jun 2016 **M.A. in Teaching Chinese as a Second Language**
National Taiwan Normal University
- Outstanding Graduate Student Scholarship (2014)
 - Graduate thesis: Yi-Chun Chen (2017). *Contextual Effects on Mandarin Biased Heterographic Homophone Resolution* (Master's thesis).
- Sep 2011 – Jun 2012 **International Exchange Program**
Freie Universität Berlin
- Full scholarship recipient (2011-2012)
- Sep 2008 – Jun 2013 **B.A. in Foreign Languages and Literatures**
National Taiwan University
- The Learning Partner of the Dean's List (2011)
 - Presidential Award Winner (2009, 2010)

PROFESSIONAL EXPERIENCE

- Oct 2016 – Present **Marketing & Public Relations Specialist**
Global Marketing Team, Synology Inc.
- Contribute to the planning and execution of the company's on- and off-line global marketing campaigns.
 - Lead the planning, implementation, and analysis of all marketing strategies in Australia, New Zealand, the Middle East, and South Africa.
 - Increased brand awareness in Australia and New Zealand with over 23% and 60% YoY growth in positive media coverage.
 - Educated over 500 business users and channel partners on the company's enterprise backup solutions as a session speaker of a global seminar roadshow.
 - Build and manage global and regional sponsorship programs for value-added co-marketing activities with disk and surveillance camera brands.
- Jul 2014 – Sep 2016 **Language Instructor**
Mandarin Learning Center, Chinese Culture University
- Designed and held Mandarin one-on-one lessons at various levels to international students from over 9 countries.
 - Used self-developed supplementary teaching materials to facilitate language learning performance.
- Sep 2013 – Jan 2016 **Research Assistant**
Chinese Semantic Lab, National Taiwan Normal University
- Designed, conducted, and analyzed experiments in the following research areas: cognitive linguistics, vocabulary acquisition, and psycholinguistics.
 - Contributed to *iPolysemy Go!*, a Chinese polysemy e-book, and *Color and Temperature-Related Words*, a vocabulary teaching.

Apr 2015 –
May 2015

Experimenter

***Department of Human Development and Family Studies,
National Taiwan Normal University***

- Experimenter of the pilot study of a research project *Kids in Taiwan: National Longitudinal Study of Child Development*.
- Assisted in the collection of language/motor developmental performance various preschools with children at age 0-6.

PUBLICATIONS

2016

Journal Article

- Hsiao, Huichen S., Yi-Chun, Chen and Ying-Chen Wu. (2016) The Representation of Polysemy in Mandarin Verbs: Chī, Dǎ, and Xǐ. *Concentric: Studies in Linguistics*, 42(1), 1-30.

2015

Conference Paper

- Hsiao, S. H., & Chen, Y. Effects of Metaphorical Awareness on Reading Comprehension and Vocabulary Retention. Presented at the 2015 International Annual Conference of Teaching Chinese as a Second Language in Taitung, Taiwan. (Dec 25 to Dec 27, 2015)

2014

Conference Poster

- Hsiao, S. H., & Chen, Y. The Representation of Polysemy in Mandarin Verbs: Chī, Dǎ, and Xǐ. Presented at the Ninth International Conference on the Mental Lexicon in Niagara-on-the-Lake, Ontario, Canada. (Sep 30 to Oct 2, 2014)

OTHER EXPERIENCE

Dec 2017

BFriend Speaker

BeForAfter Monthly Presentation Workshop

- Gave a presentation on ear anatomy and on how voice frequency affects verbal communication to 120 members at the presentation community.

Mar 2015 –
Jan 2016

Hearing-and-Speech Volunteer

The NWL Foundation for the Hearing Impaired

- Designed and conducted after-lesson auditory training and aural rehabilitation sessions with children at the foundation.

May 2012

Volunteer Interpreter and Performer

Carnival of Cultures in Berlin

Aug 2010 –
Feb 2011

Volunteer Partner for Incoming Exchange Students

National Taiwan University

Mar 2010 –
Jul 2010

Department of Social Service, Kaohsiung Area Alumni Association

National Taiwan University

- Organized and held a summer learning camp for elementary students with scarce learning resources in rural Kaohsiung area.

CREDENTIALS & SKILLS

- SPSS
- Google Analytics
- Certificate of Qualification to Teach Mandarin Chinese as a Second/Foreign Language
- E-Prime
- German (TestDaf 19)
- CSS & HTML
- Public Speaking