Chih-Ling (Lynn) Chang

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EDUCATION

University of California San Diego (UCSD) — CA, United States
Master of Science in Business Analytics — Aug. 2024 - Dec. 2025
- Courses: **Customer Analytics**, Web Mining and Recommender System, **SQL** and **ETL.**
- Data Camp certificate: Data Manipulation in Python, Python Data Fundamentals.

Soochow University (SCU) — Taipei, Taiwan
Bachelor of Business Administration, AACSB-accredited — Sep. 2018 - June 2022
- GPA: 3.8/4.0 | Last 60 credits: **3.85**/4.0
- Dean's List Award, 2022 Spring.

PROFESSIONAL SKILLS

Technical Skills: **Python**, **SQL**, **Tableau**, **SPSS**, **Excel VBA**
Languages: Mandarin (Native), English (Fluent), Taiwanese (Fluent)

WORK EXPERIENCE

LINE Taiwan Limited — Taipei, Taiwan
Digital Operations Analyst (Part-Time), Content Portal Department — Oct. 2022 - May 2023
- Utilized **Tableau** and **Excel** to analyze content performance for LINE Home and Chats Page, tracking key metrics such as traffic, reach, and CTR.
- Conducted **regression analysis** using **Excel** and **Python** to identify key trends and enhance performance for two service channels, optimizing user engagement and traffic.
- Led **A/B testing** initiatives for new content launches and compiled in-depth performance reports to inform strategic decision-making.

LINE Taiwan Limited — Taipei, Taiwan
Marketing Traffic Analyst (Part-Time), EC Business Management Department — Feb. 2022 - Oct. 2022
- Planned and executed **15+** interactive marketing campaigns, resulting in a **4%** increase in followers for the official LINE Shopping account.
- Collaborated with LINE sticker creators to design and launch promotional stickers sets, boosting brand visibility and engagement for official accounts.

MetroWalk Shopping Center — Taoyuan, Taiwan
Marketing Intern, Marketing & Campaign Department — July 2019 - Aug. 2019
- Created social media posts to increase MetroWalk's FB followers by **3%**.
- Coordinated the 2019 Influencer Charity Auction with ten influencers and raised nearly 0.7 million TWD.

PROJECTS

Optimal Targeting of Mobile Ads — Jan. 2025 - Feb. 2025
- Conducted **EDA** incorporating **VIF, Chi-square tests**, and **profit/Return on Marketing Expenditures (ROME) analysis** to develop a **logistic regression** model predicting user engagement based on time of day, app type, and device characteristics.
- Increased profitability by selecting Vneta's consulting services **($471K profit, ROME = 3.11**) and proposing a cost-effective alternative using Vneta's data + Logit model **($258K profit, ROME = 1.54**), significantly outperforming the baseline (**ROME ~0.21**).
- Enhanced ad targeting efficiency and reduced marketing waste by delivering data-driven insights, optimizing ad placement, and refining marketing strategy.

Personalized Movie Recommender — June 2023 - Sep. 2023
- Developed a personalized movie recommendation system using **Python**, analyzing over 100,000 ratings from 600+ users.
- Implemented **content-based filtering algorithms** and designed a **graphical user interface** with **Tkinter**.
- Conducted **exploratory data analysis** to uncover trends and insights within movies ratings dataset.

ACADEMIC ACTIVITIES

Data Analytics Certificate Program — Taipei, Taiwan
Industrial Technology Research Institute, 3rd cohort trainee — June 2023 - Sep. 2023
- Completed **318 hours** of training in **Python** and **SQL**, covering **data visualization**, **statistical analysis**, data mining, and web scraping.
- Achieved expertise in **relational databases**, **database normalization**, machine learning algorithms, and data mining algorithms.