

Vanessa Liu

Product Manager • Project Manager • Tool Explorer



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Taiwan

PROFESSIONAL SUMMARY

Experienced in project planning and execution, skilled in information integration analysis and crisis management. Curious about life, possessing a growth mindset, constantly seeking ways to solve problems. Love communicating with people and teamwork, continuously learning new knowledge to become a better self.

CORE STRENGTHS

Project Management & Process Optimization

Proficient in project management tools like Trello, Azure DevOps, and Figma, skilled in resource integration and timeline control. Optimizing workflows with AI tools, **effectively reducing project execution time by 20%**, ensuring efficient project delivery.

Data Analysis & Strategic Planning

Accustomed to visualizing and quantifying project costs and performance data for clear decision-making. Through data insights and strategy repackaging, **successfully increased sales by 15% and expanded newsletter subscribers by 10x**.

Cross-Department Communication & Coordination

Excel at cross-departmental collaboration, promoting communication transparency and instant feedback. Precisely grasping internal and external needs, observing personnel details to find optimal solutions, ensuring consensus among parties and **effectively reducing communication costs**.

Product Development & UX Design Thinking

Led multiple development projects including Fund Observatory and online English platform, from prototype to complete construction. Using Figma to optimize UI/UX design, quickly analyzing business logic across industries, **gaining insights and driving product innovation**.

WORK EXPERIENCE

Service & Operations Specialist

Nov 2024 - Sep 2025

Tourism Holdings Limited & Chalet & Co. | Queensland & Darwin, Australia

- Rapid Learning & Professional Development: Self-taught campervan technical terminology and mechanical knowledge, advancing from complete unfamiliarity to full proficiency in vehicle operations and facility maintenance within 3 months
- Process Optimization & Problem-Solving: Proactively optimized campervan handover process, advancing preparation timeline to 2 days prior, **effectively reducing customer wait time due to maintenance delays by 30%**
- Quality Management & Standards Execution: Executed comprehensive vehicle handover inspection procedures, ensuring 100% operational standards; received multiple customer commendations by name in Google reviews
- Teamwork & Cross-Departmental Communication: Coordinated communication and resource allocation across multiple workstations; received high recognition from management with proactive offer for rehire upon resignation

Project Manager

Jul 2022 - Nov 2024

Duotify Digital Creative | Taiwan

- Project Timeline Management: Utilized Trello and Azure DevOps for project management, optimizing manpower planning and resource allocation to ensure maximum project progress and efficiency
- Data Quantification & Decision-Making: Accustomed to visualizing and quantifying project costs and performance data into charts, providing clear decision-making basis and improving management's real-time grasp of project status
- Leading Multiple Development Projects: Led Fund Observatory and online English platform development from prototype to complete front-end and back-end system construction, including multilingual function design
- AI Tools Application: Learning and flexibly using multiple AI tools, optimizing complex and time-consuming workflows, **effectively shortening project execution timeline by 20%**

Secretary to Chairman

Jul 2021 - Apr 2022

Limin Biotechnology Co., Ltd. | Taiwan

- Project Timeline Advancement: Controlled and scheduled company's proprietary product R&D and factory establishment project timeline progress, integrated resources to assist problem-solving
- Target Vendor Development: Contacted and negotiated with vendors for new factory establishment, **saving 15% of project costs**
- Executive Schedule Management: Arranged executive's daily schedule, prioritized different work requirements, coordinated departmental work tracking and meeting scheduling

Executive Assistant to General Manager**Saintyao Land Development | Taiwan**

- Project Planning: Assisted with solar energy business development planning, including market research and strategic planning, supporting business expansion
- Standardizing Work Processes: Assisted company's internal integration planning, promoting various management regulations and systems
- Cross-Department Communication: Cross-departmental communication coordination and meeting convening, establishing meeting procedures and records

Marketing Planning Assistant

Nov 2018 - Feb 2020

SCAN-D (Shih Kien Teak) | Taiwan

- Newsletter Activity Planning: Set monthly themes and content copywriting, **increased 10x effective subscribers/month, improved open rate by 5%**
- Market Positioning & Procurement Analysis: Conducted product market positioning and procurement analysis, improved negotiation strategies, successfully controlled costs and improved operational efficiency
- Brand Campaign Planning: Planned activity content based on each campaign's marketing theme, product characteristics and predicted sales volume

Shift Supervisor

Jun 2015 - Aug 2018

Starbucks | Taiwan

- Store Operations Management: Responsible for store operations and team management, ensuring daily operational efficiency and employee performance optimization
- Marketing Promotion & Sales Growth: Planned and executed marketing and promotional activities, **successfully increasing revenue by 10%** and customer repurchase rate
- Inventory Management & Quality Control: Monitored inventory management and quality control, reducing wastage costs while maintaining product quality standards

EDUCATION**Ming Chuan University**

2014 - 2018

Bachelor's Degree, Department of Hospitality Management

Taipei, Taiwan

🎓 Hospitality Management Expertise | 🌐 International Perspective | 📊 Management Foundation | 🤝 Service-Oriented Mindset

PROFESSIONAL SKILLS**🎯 Product Management**

- Product Strategy Planning
- Requirements Analysis
- Agile Development Management
- User Research
- A/B Testing

📊 Data Analysis

- Google Analytics
- SQL Queries
- Excel Data Analysis (Pivot Tables, Advanced Functions)
- Statistical Analysis

🌐 Languages

- Chinese (Traditional) - Native
- English - Intermediate (TOEIC 750)
- Taiwanese - Advanced

💻 Technical Tools

- Microsoft Office 365
- Figma / Sketch
- Notion / Trello
- AI Tool Applications (ChatGPT, Claude)
- No-code Platforms (Bubble, Zapier)

🤝 Soft Skills

- Cross-functional Collaboration
- Project Management
- Communication & Coordination
- Problem Solving
- Crisis Management

KEY ACHIEVEMENTS**✓ Project Execution Efficiency**Optimized workflows using AI tools, **reducing project execution time by 20%****💰 Cost Control**Through vendor development and negotiation, **saved 15% of project costs**

 **Sales Growth**

Through data analysis and strategy optimization, **increased sales by 15%, revenue growth by 10%**

 **Marketing Effectiveness**

Newsletter strategy planning, **expanded subscriber list by 10x, increased open rate by 5%**