

WAN-SHAN, TSENG

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Education

California State Polytechnic University, Pomona (Dual Degree)

M.S. in Digital Marketing

Fall Semester GPA: 3.92/ 4.00

Pomona, CA

Aug, 2024 - Present

National Yunlin University of Science and Technology

Master of International Business Administration

GPA: 4.00/ 4.00

Yunlin, Taiwan

Sep, 2023 - Present

National Yunlin University of Science and Technology

B.S. in Business Administration

GPA: 3.68 / 4.00

Yunlin, Taiwan

Sep, 2019 - Jun, 2023

Work Experience

Trauma Resource Institute

Pomona, CA

Marketing Planning Consultant (Micro-Internship)

Oct, 2024 - Dec, 2024

- Analyzed TRI's performance on Google keywords, evaluated the strengths and weaknesses of the official website, and assessed the effectiveness of social media platforms
- Identified areas for improvement on social media platforms based on the analysis results and formulated suitable marketing strategies, such as optimizing post types and content on social media
- Delivered the final proposal to the organization's leaders, earning their enthusiastic praise. They commended our proposal for its creativity and remarked on how deeply it impressed them

National Yunlin University of Science and Technology, BA office

Yunlin, Taiwan

Teaching Assistance

Feb, 2023 - Jun, 2023

- Graded the students' assignments, which required them to connect the organizational theories and practices they had learned, verified word by word whether their correspondences were accurate and assign scores accordingly
- Using Excel, consolidated the students' grades

National Yunlin University of Science and Technology, BA office

Yunlin, Taiwan

Service Learning Coordinator

Sep, 2020 - Jun, 2022

Led a 50-member student cleaning team, managing daily task assignments and monitoring cleaning quality across 10+ classrooms. Proactively motivated team members and ensured accountability through structured feedback and clear expectations.

Project

Natural PhoenixFood Store

Yunlin, Taiwan

Brand Marketing

Apr, 2022 - Dec, 2022

- Analyzed the existing strengths and weaknesses of the brand, considered its future development potential, and devised a series of marketing strategies
- During the three months of managing the Instagram account, increased the follower count by 64.5% through hosting events and publishing posts

Award & Honor

BeChangeMaker 2021 Social Entrepreneurship Training Program

Taiwan

Innovation Potential Award

2021

- Our proposal is to promote low-cost teaching materials to rural schools, with the purpose of promoting STEM education and creating a good learning environment for equitable education

Beta Gamma Sigma Honor Society

USA

- Top 20% in graduate business program

2025

Skill

Certificate : Google Analytics, MOS Excel Associate, Dive Deeper into GA4 Data and Reports

Skill : Market Analysis, Data Analysis, Marketing Campaign Planning, Social Media Management

Tool

R studio, Screaming Frog SEO Spider, Google Analytics