



賴韋翰 Wei-Han Lai

Consistently achieved **top academic performance** while gaining **practical experience** in planning, marketing, and data processing through internships. Actively sought opportunities to develop leadership skills and had the honor of serving as the **president** of a prestigious club at NTU.

CONTACT

- 0968681020
- albert891020
- albert102206@gmail.com

Education

National Taiwan University

Major **Political Science**

Taiwan Tech

Minor **Intellectual Property Rights**

Expertise

Data Processing

Excel Google Sheet

E-Commerce Strategies

GA4 Google Ads

Computer Programming

Python

Event Planning

Work Experience

Uber Eats

2022 Jun-Aug

Account Management | Intern

- Assisted over **400** merchants in their AML verification, securing over **30 million** NTD in revenue.
- Selected as **Team Leader**.
- Independently developed a performance tracking tool, saving the team **30 minutes** of work time per day.

Raising Children Medical Foundation

2022 Sep-Dec

10th Child Medical Care Award | Interviewer

- the most influential award in pediatric medicine in TW
- Assigned to conduct on-site investigations at the candidate's hospital to gather clinical information for evaluation.
- Over **15 hours** of training in journalism and interviewing.

iPOWER Alliance

2022 Sep-Dec

Event Planning and Marketing | Intern

- See Offline Projects : Ciansuei Bay Charity Coffee Festival

Extracurricular Activities



2022 Jun - 2023 Feb

Food Media Research and Strategy Club **President**

with the 2 affiliated fan pages having an average of 2.95k followers

Offline Projects



On-Campus Food Bazaar by 吃貨台大

- Secured sponsorship worth over **20k** NTD
- Assisted **5 stores** in promoting products. Selling out within **1 hour** every day and nearly **500 units** in total over 5 days.
- Created income equivalent to the semester fees of **18** club members.



Ciansuei Bay Charity Coffee Festival

- Raised a total of **50,000** NTD in a single day through fundraising efforts despite the inability to host the planned event. Achieved with minimal expenditure.

Certification



Hahow

Excel for Business Needs

GA4 : Data Analysis and Strategies

Python



Google Analytics Individual Cert.



Google Ads

Search Cert. | Display Cert.

Apps Cert. | Measurement Cert.

Video Cert. | Creative Cert.

Language

English

Excellent

TOEIC 925

Japanese

Intermediate