

# MENG-CHIAO (JOE) HSIEH

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## MANAGEMENT & HUMAN RESOURCE EDUCATION

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### University of Minnesota-Twin Cities

Minneapolis, MN

*Master of Education, Human Resource Development*

August 2014

- Program focuses on training of human resources and organizational change issues.
- **Courses included:** Strategies for Teaching Adults, Organization Development, Survey: Human Resource Development & Adult Education, Training & Development of Human Resources and Strategic Planning through Human Resources.
- GPA: 3.73/4.00

### Yuan Ze University

Taoyuan, Taiwan

*Master of Business Administration, Management & Service Science*

July 2013

- In order to reinforce students' core competencies, MBA program focus on training students' innovation and creative capabilities, also the globalization view of management.
- **Courses included:** Marketing Management, Innovation & Technology Management, New Product Management, Operations Management, Customer Relationship Management, Project Management, Team Building & Management, Business Case Study (I)(II): Service Marketing and Integrated Communications.
- **Dissertation:** Hsieh, M.C., (2013) A Comparative Study of Communication and Persuasion Effect on Mobile Video Advertising of Celebrity, Typical Consumer Endorser and Appeals Difference- An Example of Automobile Advertising. Yuan Ze University, Taoyuan, July 2013.
- GPA: 3.94/4.00

### Tamkang University

New Taipei City, Taiwan

*Bachelor of Business Administration, Business Management*

June 2011

- Completed International Marketing project- An example of HTC (May 2011)  
Interviewed the Chief Marketing Officer-John Wang in HTC, and wrote a depth study of their international marketing strategies in smartphone industry.
- **Courses included:** Introduction to Advertising, Organization Behavior, Entrepreneurial Management, Retail Management, Business negotiation, International Marketing Management, International Human Resource Management, Strategic Management and Performance Management.
- GPA: 3.71/4.00

## PERSONAL EXPERIENCE & REWARDS

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### Taiwan Online Library

Minneapolis, MN

*Intern and Volunteer*

February 2014- July 2014

- Managed ticketing for two music concerts during two months through e-mail, social media, and online system for above 100 audiences.
- Assisted administrative tasks and support events held by the organization that include site preparation, reception of participants, and gave brief introduction of the organization.
- Finished an internship project that collaborated with the organization supervisor to provide action plans, develop job description, and organizational leaflet to improve the issues of recruiting and retaining valuable volunteers.

### Yuan Ze University, Business & Management Department

Taoyuan, Taiwan

*Teaching Assistant*

September 2011- June 2013

- Managed grading for three marketing courses weekly on assignment, exams, project, and presentation for 60 students.
- Maintained clear communication with three professors daily to ensure proper class instructions and materials are given to students.
- Provided feedback and evaluations to students during weekly offices hours via email, phone, and one on one meeting.
- Assisted with various administrative tasks in the department weekly in an accurate and efficient manner.

### English First program in San Francisco, USA

July 2009- August 2009

- Attended English First program for English as second language students to collaborated with 15 international students within a series courses and learned from their culture and experience.

## CONFERENCE PRESENTATION

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- **Hsieh, M.C.**, Chen, C.P., and Ho, J.C., 2013, The Theory Structure of Celebrity Endorser V.S. Typical Consumer Endorser in Mobile Video Advertising Effect- An example of Automobile Advertising. 2013 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-TECH 2013) Kitakyushu, Japan, April 3-5, 2013.

## SKILLS & ATTRIBUTES

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- **Skill Set:** MS Power Point, MS Excel, MS word.
  - **Attributes:** Passion for Management & Research, Quick Learner, Strong Problem Solving skills, Good Communication skills, and Driver of Innovation & Creativity.

