

Lyndi Wu

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EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business, Durham, United States

Master of Management, May 2014. GMAT 680 (99th percentile Math). Fuqua Career Ambassador.

Relevant coursework: Financial Accounting, Quantitative Analysis, Decision Modeling, Corporate Finance.

NATIONAL TAIWAN UNIVERSITY (NTU), Taipei, Taiwan

Bachelor of Arts, Political Science, Chinese Literature Minor, June 2011. Overall GPA: 3.75/4.0, Recipient of Presidential Award for academic excellence (top 5% in class), NTU Delegate for intercultural exchange event at Peking University, NTU Student Ambassador and Master of Ceremony for international conferences.

UNIVERSITY OF SUSSEX, Brighton, United Kingdom

Exchange Student, International Relations, 2010-2011. Selected out of 400 students in competitive application process.

WORK EXPERIENCE

2011-2013 **MICROSOFT**, Taipei, Taiwan

Marketing Project Specialist | Business Planning | Marketing Strategy

- Performed fundamental business intelligence analyses and generated performance reporting for business opportunities of value ~\$150,000.
- Initiated flagship Microsoft Taiwan Anti-Piracy Newsletter as Chief Editor, securing greater support from upper management and resulting in an annual budget increase of 20%+.
- Planned and implemented Software Asset Management (SAM) project, which enabled Microsoft Taiwan to achieve 2nd place in the 2012 Microsoft Global Anti-Piracy Competition.
- Designed new product website and organized marketing program to educate Taiwanese market on Intellectual Property Right & Software Asset Management concepts and practices.
- Collaborated with cross-functional teams, business partners, governmental parties, and Business Software Alliance aligned with legal enforcement strategy to reduce software piracy rate in Taiwan down to 36%.

2009-2010 **MICROSOFT**, Taipei, Taiwan

Intern | Product Promoter | Marketing

- Established and sustained positive customer relations and brand recognition through training, product demonstrations, new product launches and selling events.
- Awarded 1st place in Microsoft Taiwan Office 2007 Marketing Competition.

LEADERSHIP AND INVOLVEMENT

2008-2013 **WORLD VISION**, Taipei, Taiwan

Team Leader | Project Planner and Translator

- Led volunteer team of 20 to conduct community development project for a Taiwanese aboriginal tribe, increasing 40% of the agricultural product sales through redesigning marketing and promotional processes.
- Organized Hunger Free Event, "30 Hour Famine Together!" for 200 volunteers.
- Volunteered in 30+ World Vision activities, including street fund raising and philanthropic initiatives.
- Translated 100+ UNICEF documents and communication materials for academic and internal purposes.

2008-2009 **WORLD VOLUNTEER SOCIETY, NTU**, Taipei, Taiwan

Head of Public Relations and Coordinator

- Led a volunteer team of 15 to Calcutta, India, serving Mother Teresa's Organization, with a focus on taking care of children with physical illnesses and mental problems.
- Initiated a volunteer program in the Philippines with local NGOs, and organized the "Love Express" project; connected Filipino workers in Taiwan with their families back home through videos, letters, and gifts.
- Raised and negotiated \$5000 in funding for international volunteer project to India through corporate presentations, cold calling and formal project proposals.

2006-2008 **CHILDREN CANCER SERVICE SOCIETY, NTU**, Taipei, Taiwan

Activity Planner and Cadre Member

- Volunteered in NTU Hospital and Mackay Memorial Hospital to accompany children diagnosed with cancer, and designed weekend educational and recreational activities for them.
- Promoted volunteer work on campus and organized 20+ training sessions for the student body.

ADDITIONAL INFORMATION

- **Languages:** Fluent in English, Mandarin Chinese, Taiwanese.
- **IT Skills:** Proficient in Microsoft Office Suite, Microsoft Dynamics CRM, SPSS, Oracle Crystal Ball, Photoshop.
- **Interests:** Non-Profit, Volunteer, Swimming, Travel, Food, Photography, New Technologies.