

MENG-CHIAO (JOE) HSIEH

(612) 323-9689 • hsieh077@umn.edu

Dual Master Degree in Human Resource & Business Administration

University of Minnesota-Twin Cities

Minneapolis, MN

Master of Education, Human Resource Development

August 2014

- 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, Business & Service Science

July 2013

- 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

- Courses included: Organization Behavior, Entrepreneurial Management, Retail Management, International Marketing Management, International Human Resource Management, Strategic Management and Performance Management.
- 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.
- GPA: 3.71 / 4.00

Personal Experience

Taiwan Online Library

Minneapolis, MN

Volunteer

February 2014 - Present

- 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.

Taiwan Online Library

Minneapolis, MN

Intern

April 2014 - August 2014

- Finished an internship project that collaborated with the organization supervisor to improve the issues of recruiting and retaining valuable volunteers.
- Conducted field research to identify critical problems within the organization and provide action plans to decrease the volunteer turnover rate.
- Developed organizational leaflet, job description, and volunteers profile in standardized form.

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 office hours via email, phone, and one on one meeting.

HEART Enterprise Co., Ltd

Chiayi, Taiwan

Manufacturing Assistant

June 2011 - August 2011

- Monitored 5+ plastic injection-molding machines with 10+ operators to maintain the safe working environment.
- Collaborated with logistics department to report daily manufacturing progress, and check the inventory of each product line on a regular basis.
- Assisted with various administrative tasks in the department weekly in an accurate and efficient manner.

2013 International Conference on (e-Case & e-Tech 2013)

Kitakyushu, Japan

Delegate Presenter

April 3-5, 2013

- **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.

Additional

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- **Skill Set:** MS PowerPoint, MS Excel, MS word.
 - **Language:** Fluent in Mandarin.