

Phillip Chen

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About Me

Analytics - R · Python · SQL · Tableau

Web/Media - HTML · CSS · JavaScript

Others - MS Office

Experience

TDCX

Singapore

Business Analyst - Social Media Project

Feb. 2019 - Oct. 2019

Project essence is to provide B2B outsourced services for a global leading social media enterprise to boost sales, market engagement and brand awareness for their advertising products targeted at small & medium businesses segment (SMB) among APAC region.

- Provided ad-hoc and deep dived analysis to support product strategies in different markets.
- Automated CRM data preprocessing by VBA, resulted in 80+% of time been conserved.
- Developed 10+ real-time dashboards by Tableau for sales and marketing teams to trace key metrics over time.
- Redesigned and rebuilt the workforce dashboard for sales stakeholders to optimize business productivity.

UBER

Taiwan

Marketing Intern - Riders Growth

July. 2016 - Dec. 2016

Worked in the Riders Growth Hacking Team, main focus is to enhance riders' conversion, UBER business partnership and support brand advocacy events.

- Developed and executed lead generation strategies based on Uber users' feedback, contributed to riders' growth by 20+%.
- Supported guerrilla marketing campaigns such as Uber Ice Cream, Anti-DUI and Pokémon GO to strengthen brand awareness and funnel conversion.

Projects

Portfolio : <https://yitsung.chen.github.io/>

MLB Data Dashboard

Taiwan

- Utilized MLB public API and AJAX to develop a search engine which allowed users to query MLB players' data.
- Designed responsive layouts based on different device width by HTML and CSS media query.
- Automated data wrangling procedure, metrics calculation and DOM manipulation by Vanilla JS.
- Built data visualizations, charts animations and dashboard layout by D3.js.

Qiamo User Research Project

Singapore

- Conducted usability testing for Qiamo, a webapp startup that helped users personalize medical and diet experiments.
- Examined the UI and UX design via 9 contextual interviews, evaluating the usability based on Jacob's Heuristics Principles.
- Led the end-to-end quantitative research process to provide data-driven support for the qualitative findings.

Education

National Cheng Kung University

Taiwan

Bachelor of Business Administration - Transportation and Communication Management Science

Sep. 2013 - Jun. 2018

- **Honors :** Overseas Exchange Program Scholarship / AACSB Conference 2017 Department Representative

Nanyang Technological University

Singapore

Exchange Program - Business & Computing

Jan. 2018 - May. 2018

Queensland University of Technology

Queensland, Australia

Exchange Program - Mathematics & Information Technology

Jul. 2017 - Nov. 2017

- **Activities :** Global Ambassador of the International Office / Visitor of Bayes on the Beach Statistical Conference