

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 gain actionable insights of product operation to support strategic planning.
- Designed and published 10+ real-time dashboards by Tableau for cross-functional teams to monitor key metrics trending.
- Automated data cleaning processes by VBA and Macro with documentation for end user's instruction, resulted in 80+% of time been conserved.
- Collaborated with stakeholders to evaluate strategies of advertisers lead generation by A/B Test, resulted in a lead volume boost by 5+%.
- Redesigned and built agents workforce dashboard based on 5+ stakeholders' requests to optimize sales productivity of all markets.

UBER

Taiwan

Marketing Intern - Riders Growth

July. 2016 - Dec. 2016

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

- Developed and executed actionable strategies or campaigns for lead generation, 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

- Built a dynamic dashboard query system for MLB players' data using MLB public API and AJAX.
- Applied D3.js to build data charts and animations based on the queried data.
- Using Vanilla JS to clean up JSON data and automate metrics calculations.
- Using HTML and CSS media query to design a responsive dashboard layout.

Qiamo User Research Project

Singapore

- Conducted usability testing for Qiamo, a web app startup that helps users personalize medical and diet experiments.
- Conducting contextual interviews with 9 users to evaluate the UI design.
- Led the end-to-end quantitative analysis to gain in-depth user behavior insights.

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