

# Phillip Chen

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## About Me

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**Analytics** - R · Python · SQL · Tableau

**Web/Media** - HTML · CSS · JavaScript

**Others** - MS Office

## Experience

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### TDCX

Business Analyst - Social Media Project

Singapore

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 market research to gain actionable insights to support strategies of product operation.
- Designed and published 10+ real-time dashboards by Tableau for cross-functional teams to monitor key metrics trending.
- Automated data cleaning processes by VBA with documentation of a step-by-step instruction for users, resulted in 80+% of time been conserved.
- Collaborated with project managers 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

Marketing Intern - Riders Growth

Taiwan

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

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

### MLB Data Dashboard

Taiwan

- Utilized MLB API and AJAX to develop a real-time dashboard query system for MLB players' data.
- Designed responsive layouts for different device width by HTML and CSS media query.
- Automated the data cleaning, metrics calculation and DOM manipulation by Vanilla JS.
- Built data visualizations and animations based on the queried data by D3.js.

### Qiamo User Research Project

Singapore

- Conducted usability testing for Qiamo, a web app startup that helped users personalize medical and diet experiments.
- Executed contextual interviews with 9 users and evaluate the product design based on Jacob's Heuristics Principles.
- Led the end-to-end quantitative research process to provide data-driven support for the qualitative findings.
- Automated the calculation of usability metrics and data visualizations by R programming.

## Education

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### 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