

Phillip Chen

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About Me

Analytics Python · SQL · Tableau · Excel/VBA · R

Web/Media HTML · CSS · jQuery (Basic) · Bootstrap

Others MS Office

Experience

Teledirect Telecommerce

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 for project managers to organize strategic planning.
- Designed and published 10+ real-time dashboards by Tableau catered 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 success for advertisers lead generation by A/B Test, resulted in a lead volume boost by 5+%.
- Built agents workforce tracker serving 5+ stakeholders' user requirements to incorporate productivity forecasting for market-based management.

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.
- Initiated video project for recruitment function cooperated with 3 major city teams on content scheduling and filming outsourced partnership, successfully saved up 10% of cost, reviewed by multiple stakeholders from country manager to city leaders.

Projects

Qiamo User Research Project

Singapore

- Conducted usability testing on the beta version user interface of Qiamo, a web app startup that helps users personalize medical and diet experiments.
- Examined 10 users with self-designed usability tasks instructed by UX Professions in the campus to test out its functionality.
- Created 5+ data visualization for usability metrics by ggplot2 package in R and covered quantitative analysis to gain in-depth user behavior insights.
- Collaborated with teammates to complete a 40+ pages comprehensive report guiding the next direction to better improve product design.

Seqwater Consultancy Project

Queensland, Australia

- Worked in a capstone project with Seqwater, a local firm supplies water resource to rural areas during dry season in Queensland, Australia.
- In charge of building randomized simulation through static model result using AnyLogic, a Java-based simulation software.
- Provided actionable insights with the analysis result to tackle cost-benefit effectiveness which led to one of their decision references.

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