Phillip Chen

(886) 9374-37364 | yitsung.chen95@gmail.com | Phillip Chen

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 market research and analysis to support product strategies.
- Automated the CRM data cleaning process by VBA, resulted in 80+% of time been conserved.
- Designed and published 10+ data dashboards by Tableau for sales and lead generation teams to trace key metrics over time.
- Redesigned and built agents workforce dashboard for every sales stakeholder 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 allowed user to query MLB players' data.
- Designed responsive layouts based on different device width by HTML and CSS media query.
- Automated the data cleaning, 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 of the product with 9 users, 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