



陳品樺

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我是一個熱愛分享、鑽研新事物把握機會學習的人。行銷活動、社群行銷、市場分析以及內容行銷都是我探索、研究的領域，目前在系上活動以及社團中都曾擔任「替活動行銷、宣傳」的角色。

社群行銷經驗

- ▶ 經營Facebook粉絲專頁：**吃貨台大**(22k+讚)、**臺大畢聯會**(18k+讚)、**TEDx臺大**(6k+讚)以及**2019國企之夜**(2k+讚)，以Photoshop、Premiere製作貼文素材。
- ▶ 開設Instagram商業帳號，以foodie內容為主軸，**600+追蹤數**，不斷增強拍攝、Illustrator的能力。
- ▶ 開設Pixnet部落格，以特色店家介紹內容為主，**15,000+觀看數**，連結Google Analytics觀察部落格的營運狀況，大多**關鍵字維持在搜尋結果頁5~10名之間**。

行銷活動經驗

- ▶ 擔任Engoo校園大使，舉辦校園實體宣傳活動，4小時試用活動共34位同學參與並給予熱情回饋。
- ▶ 帶領臺大畢聯會行銷設計部，負責杜鵑花節、畢聯週活動場控以及流程規劃，在**社團評鑑獲得特優**。

市場研究學習

- ▶ 擔任Engoo校園大使期間進行**線上教育平台業的行銷4P分析**，獲得行銷主管認同並於Medium發布。
- ▶ 加入2018台大國企管理人才營擔任課程組員，撰寫快消品產業個案，著重產業趨勢以及競品比較。
- ▶ 加入2019台大國際商業營擔任學術組員，撰寫奢侈品產業個案，著重產業解析以及行銷案例。

個人經驗

ENG00線上教學平台 | 校園大使 (2018.09-2018.12)

- ▶ 發想影片企劃「帶你體驗Engoo」，側錄上課實況讓更多人對「視訊上課」更有畫面，**Facebook加上YouTube流量超過2,300次觀看**。
- ▶ 在Facebook、Instagram發布平台使用心得、上課趣事，9篇文章共獲得500+讚或愛心。
- ▶ 與2位校園大使合作，舉辦校園宣傳活動「Engoo瞎拼ABC大挑戰」，邀請同學上機與老師互動，結合猜字遊戲，讓學生獲得新鮮感與成就感，4小時試用活動共34位同學參與並給予熱情回饋。

臺大畢聯會 | 行銷設計部 (2018.10-2019.06)

- ▶ 帶領臺大畢聯會行銷設計部，**負責粉專整體規劃經營**，運用Photoshop、Illustrator製作發文素材。
- ▶ 粉專整體持續成長，貼文平均觸及由2,000+增加至4,800+，粉專按讚人數由16,000+增加至18,000+。
- ▶ 宣傳畢業紀念冊、畢業歌徵稿活動時，調整抽獎手法，將發文分享至「NTU臺大學生交流版」社團中，**貼文受眾組成18-24歲由60%上升至80%**。

證照

TOEIC多益測驗 | 890 分、TOPIK韓文檢定 | 4級

Pin-Hua (Hulda) Chen

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Summary of Skills

- ▶ Social media experience in Facebook, Instagram, YouTube and Medium
- ▶ Writing experience in interview, blog articles and instant posts
- ▶ Organizing marketing campaign on campus and analyzing the insight data

Education

Bachelor of Business Administration in International Business

National Taiwan University, College of Management

GPA: 3.73/4.3

Expected Jun. 2021

Taipei, Taiwan

Experience

Food Media Marketing Strategy Club | Facebook Page Team

Oct. 2018-Now

- ▶ Writing content of cuisine on Facebook Page(22k+ likes) and practicing on Instagram account
- ▶ Conducting special projects on Facebook and Instagram and analyzing the result
- ▶ Delivered a lecture to the members on the topic of social media marketing

PIXNET | Collaborated Blogger

May 2019-Now

- ▶ Assisting on the events and held by PIXNET and lecturing the experience as a part-time blogger
- ▶ Writing the feedback of blog-managing courses on PIXNET blog
- ▶ Testing new functions on website and in app as a creator to assisting the developers fixing the problems Assisted administration on the event held by PIXNET

NTU Graduation Student Association | Marketing Director

Oct. 2018-May 2019

- ▶ Promoted the events (Prom, Catering outdoor party and Club concert) and 4k+ people attended
- ▶ Designed the picture and wrote the posts on Facebook Page(19k+ likes), and post reach increased from 2k+ to 6k+ people
- ▶ Administered the promoting campaign of the Prom and sold 300+ tickets
- ▶ Reorganized the promotion online and created a Facebook group 200+ graduating students joined

TEDxNationalTaiwanUniversity | Marketing Officer

Oct. 2018-May 2019

- ▶ Wrote event promotion posts on Facebook Page and 89% tickets were sold
- ▶ Conducted the interview with CEO of Fourdesire and authored the interview

Engoo | Campus Ambassador

Sep. 2018-Dec. 2018

- ▶ Collaborated with 2 campus ambassadors and held the marketing campaign on campus with 34 participants and 13 of them agreed to be interviewed after the campaign
- ▶ Shot and edited videos for #EngooExperience video project, got 1,300+ views on YouTube channel in total
- ▶ Wrote the 4P analysis content of Engoo, which endorsed by the marketing manager and posted on Medium

Languages

TOEIC 890 / TOPIK level 4