Chia-Yu, Kuo

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EDUCATION

Bachelor of Risk management and Insurance, 2018-2022 (GPA: 4.03/4.3)

National Chengchi University － Taipei, Taiwan
- **Relevant Courses**: Consumer Behavior, Marketing Management, Data Science, Computer Programming

WORK EXPERIENCE

Assistant Project Manager   October 2022 – Present

Quanta Corporation

Project Management (Server): Focused on resource control and vendor management. Liaised with the client (Meta) to identify and define requirements, objectives, and potential risk to meet the schedule.

Monetization & Data Analysis Intern   March 2022 – August 2022

Perfect Corporation
- **Business Analysis:** Used SQL to extract business insight from user behavior data for product optimization. Supported PM to execute market research about retouch, sticker, and more. Conducted competitive analysis for more growth opportunities.

Market Research Intern   August 2021 – February 2022

GfK Corporation
- **Marketing Analytics & Reporting:** Supported analyst team in analyzing quantitative data and producing monthly client reports by using spreadsheet and SQL database.
- **Database Access and Management**: Assisted business intelligence analysts in data cleansing to ensure the quality of SQL database. Supported in process improvement and automation tools design by using web crawler.

Digital Marketing Intern   March 2020 – September 2020

BenQ Corporation
- **Influencer Marketing Project:** Supported department managers to manage KOL marketing. Designed social posts and Google ads campaigns to boost the website traffic.
- **Marketing Research**: Collected and analyzed data of impression and engagement to measure influencer marketing ROI. Conducted competitor analysis of gaming monitor market.

LEADERSHIP AND ACTIVITIES

Minister of Marketing Department   February 2019 – February 2020

NCCU Careering Club, NCCU Office of Student Affairs
- Managed the Facebook page of NCCU Careering, the number of followers increased by 10% to 5000.
- Advertised 40+ career lectures. The total attendance in that semester was approximately 4000.
- Held a lecture and designed a online marketing plan for VoiceTube to help them promote their product in NCCU.

Event General Coordinator   May 2019 – February 2020

NCCU Open Source Software Application Consulting Group
- Organized 10+ programming workshops to make college students realize the advantage of open-source software.
- Designed the online promotion to grow the club, getting approximately 10000+ views and 15+ new club menbers.

SKILLS AND COMPETENCIES

Programming: Familiarity with SQL, R, SAS, and Python (Data Analysis, Web Crawler)

Language: Chinese (Native) , English (TOEIC 900 / 990)