

TING-YU (TINA) SHIH

Los Angeles, CA

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BUSINESS AND DATA ANALYST

Highly innovative and strategic **Business and Data Analyst** with 5+ years' experience leveraging data to derive insights that drive business and product strategy in technology and retail industries in international environments. MS Business Analytics candidate at UCLA Anderson with bachelor's in Economics. English / Mandarin bilingual.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA) | F-1 STEM OPT

Expected December 2023

- Coursework: *Machine Learning for Decision Making, Data Management, Optimization, Prescriptive Models, Customer Analytics*

NATIONAL CHENGCHI UNIVERSITY

Taipei, Taiwan

Bachelor of Arts in Economics

June 2016

- Coursework: *Macroeconomics, Microeconomics, Accounting, Money and Banking, Financial Management, Public Finance, International Trade, International Finance, Economic Development, Organization Behavior, Financial Market*

IAE AIX-MARSEILLE GRADUATE SCHOOL OF MANAGEMENT

Aix-en-Provence, France

Exchange Program: Ariane Business Game, Leadership and Negotiation Skills, French for Management

Sept - Dec 2015

TECHNICAL SKILLS

Languages: SQL, R, Python (Numpy, Pandas, Matplotlib, Scikit-learn)

Software: Tableau, MySQL, Adobe Analytics, AWS, Azure, Excel, MS Office

Analytics: Machine Learning, Big Data, A/B Testing, Time Series Analysis, Optimization, Data Visualization

PROFESSIONAL EXPERIENCE

ASUSTEK COMPUTER

Taipei, Taiwan

Product Manager/ Senior Engineer – Product Development Department

Oct 2017 – Aug 2022

- Managed product development with commercial PC, and optimized project specifications, resources, and timeline, raising revenues up to \$150M+ and resulting in GP growth by 22% YoY.
- Conducted market assessment, quantitative and qualitative data analysis competitor to drive product strategy, minimizing material cost and maximizing ASP by 20%.
- Coordinated with internal engineering teams and third parties/vendors, driving short-term milestone delivery and long-term product road map.

RITOCO

Taipei, Taiwan

Overseas Project Coordinator – Development Department

Dec 2016 – Apr 2017

- Developed effective strategies for client programs and initiatives, doubling target revenue upon product launch.

DECATHLON

Taipei, Taiwan

Sales Assistant

Jul 2016 – Nov 2016

- Managed 300+ products in-store, improved layout and made balance between orders and inventory, and made decision on package selection for new season based on past sales figures, increasing quarterly sales by 200% over same period.

CITIBANK

Taipei, Taiwan

Intern – Investment Department

Jul 2015 – Aug 2015

- Conducted SWOT analysis of financial products and constructed proposal to increase the number of clients and AUM.

LEADERSHIP & EXTRACURRICULAR

- Participated in **American Institute in Taiwan Environmental Leadership Camp** with a focus on youth awareness of Climate Change and the impact youth can make to solve the problems facing global communities.
- Represented Taipei to join **Phoenix-Taipei Sister Cities Youth Ambassador Exchange Program** in Arizona and created relationships with youth from 8+ countries, including Israel, Japan, France, etc.
- **Captain** of **Women's Basketball Team of Economics at National Chengchi University**, leading the team to **win championships in Taiwan Collegiate Basketball Tournaments**.