

Chung Han Tu

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EDUCATION

TEMPLE UNIVERSITY, Fox School of Business

Bachelor of Business Administration, Graduation, May 2018

Major: Management Information Systems

Minor: International Business

SELECTED COURSES

Data Analytics, Data-Centric Applications Development, Introduction to Management Information System, Financial Accounting, Operation Management, Financial Management,

INFORMATION SYSTEMS PROJECTS

- Analyzed data in excel to determine the diabetic epidemic around the globe, by managing mass data and creating info-graphics to interpret the diabetic epidemic.

INFORMATION TECHNOLOGY SKILLS

- SQL, ETL, R, Google Analytics, HTML, CSS, PHP, Tableau
- Microsoft Excel, Word, and PowerPoint, Publisher, Prezi, Canva

WORKING EXPERIENCE & ACHIEVEMENT

TEMPLE NEWSPAPER

August 2016 – present

Account Executive

- Reach out to local businesses for advertising needs.
- Customize advertisements in accordance to clients' preference.
- Expand business market shares by 5%.

IDP EDUCATION TAIPEI

Summer 2015

Intern

- Design digital marketing brochures, online website brochures, and infographics in accordance to the marketing's department's needs.
- Conducted marketing research on American colleges and state's demographics for marketing department.
- Optimized and increase the documentation efficiency to both the marketing and accounting department by 20%.

LEGISLATIVE YUAN, TAIPEI, TW

August 2014 - July 2015

Administrative Assistance

- Assisted with office IT problems, including computer issues, information management by installing various software and hardware.
- Managed social media (Facebook and online site), increase popularity and online engagement by 20%.
- Provided data insight of medical industries, national welfare system, increase data research efficiency by 18%.

ACTIVITIES AND AWARDS

- Member Association of information systems (AIS) September 2015 - present
- Event Coordinator for events planning at ISA.
- Member of International Student Association (ISA) August 2015 - present

LANGUAGES:

- Fluent in both English and Mandarin.

