

Christine (Yi-Ying) Tsai

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EDUCATION

- University of Sydney** **Sydney, Australia**
Master of Management (CEMS) Jul 2017 – Nov 2018
• Honored with Business Leader Postgraduate Scholarship (top 1% of Business School Students)
- Bocconi University** **Milan, Italy**
Master of Science in International Management (CEMS MIM) Jan 2018 – May 2018
• Recommended by University of Sydney for CEMS MIM Exchange Program
- National Chengchi University** **Taipei, Taiwan**
Bachelor of Business Administration, International Business Sep 2013 – Jan 2017
• Presidential Award First Prize: 2013 Fall, 2014 Spring and 2015 Spring (1st Class Honor)
• GPA: 3.96/4.00

PROFESSIONAL EXPERIENCE

- VODAFONE** **Milan, Italy**
Student Business Consultant Mar 2018 – May 2018
• Developed ‘Smart Working’ products based on future work trends, and accompanying marketing strategy for Italy
- ADECCO** **Taipei, Taiwan**
Sales & Marketing Associate Consultant Oct 2016 – May 2017
• Developed human resources strategy for Uber Taiwan, winning Uber APEC's regional contracts and the global partnership with worldwide Uber organizations
• Initiated startup project, developing human resources solutions for StubHub and ShopBack, which involved analyzing 1000+ profiles and conducting 100+ interviews
- UBER** **Kaohsiung, Taiwan**
Business Development Intern Jul 2016 – Sep 2016
• Led the team to activate restaurant and hotel partnership- secured 81 deals within 3 days through the targeted segmentation and customized proposals
• Launched Beauty and Salon project aiming at appealing to upscale customers, generating 5% more of active riders
- UBER** **Taipei, Taiwan**
Business Operations Intern Apr 2015 – Jun 2015
• Executed Driver Ambassador Initiative, signing 60 auto-shops as Uber promotion partners within 5 days
• Elevated efficiency of payment process, reducing unsuccessful payments by 80% per week through generating instructional emails
• Enhanced efficiency of registration sections for driver by prioritizing applications, resulting in additional 200 activated drivers per week
- CAESAR PARK HOTELS & RESORTS** **Taipei, Taiwan**
Student Business Consultant Sep 2015 – Nov 2015
• Led a team of three to land the 3rd place award at the hotel development proposal competition with the winning reconstruction concept for Tsengwen Hibiscus Resort (Hotel Cham Cham)
• Analyzed the data of consumer behavior-deriving-insights, leading to potential sales of \$1.2 million in the first year

AWARDS

- National Excellence Award for Oversea Internship** **Biên Hòa, Vietnam**
Aug 2015
• Selected by Taiwanese Government to join Global Trade Pioneer Project and worked in Vietnam as Global Trade Intern at Lovetext Industrial Corp.
• Developed marketing proposal for Lovetex's latest toy product in Vietnam, achieving \$2,557 in sales in the first year

SKILLS

Technical Skills: Industry/Market Research, Advanced Excel Modeling, Valuation Analysis, Data Visualization, PowerPoint, Agile Management, Design Thinking
Software Languages: Python, SPSS, Google Ads, Salesforce
Languages: English(Fluent), Chinese(Native), Spanish(Beginner), Italian(A2 Level)