

HSIN-MEI CHIU 邱心莓

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EDUCATION

1999-2003 FU JEN CATHOLIC UNIVERSITY

Taipei, Taiwan

Bachelor of Arts

- Major: English
- GPA: 3.46 (for the last 60 credits)
- TOEFL: 253 (TWE 4.5)

EXPERIENCE

2003-2005 CHI MEI OPTOELECTRONICS CORPORATION

Tainan, Taiwan

Executive Assistant of Senior Director, Procurement Division

- Negotiated equipment contracts with suppliers such as Nikon and NSK, and completed the contract format for subsequent orders of up to NT\$ 80 billion.
- Acted as English interpreter for the President of Chi Mei in conferences and helped facilitate smooth and effective communications between attendees.
- Managed 40 contracted assistants in the creation of cost reduction plans and efficiency improvement plans.
- Hosted weekly meetings to consolidate resource needs from assistants and fulfill the needs through discussions between both Chi Mei and outside human resource companies.
- Created a complete database of Chi Mei museum's collection and utilize it to raise company image and customer recognition.

Coordinator --- 3M – Chi Mei day and Corning Seminar

3M – Chi Mei day

- Organizer of the 3M – Chi Mei day, a large scale marketing campaign, which was attended by the General Manager of 3M Taiwan, directors of 3M's seven global businesses, and the Chairman of Chi Mei Groups.
- Formulated and finalized the plans for the campaign with 3M's representatives and departmental representatives within Chi Mei after resolving conflicts and issues.
- Enhanced mutual understanding between 3M and Chi Mei and provided a chance to develop potential cooperative opportunities with 3M.

Corning Seminar

- Responsible for arranging the seminar given by Mr. James Houghton, CEO of Corning Incorporated.
- Synchronized technical, purchasing and general services departments to display all series of Chi Mei products during the Corning Seminar.

2002 VOLUNTEER WORK

Tainan, Taiwan

Interpreter--- American Education Fair

- Provided visitors an introduction of the education fair as well as guidance within the education fair.
- Assisted potential students in interacting and communicating with various American universities' representatives.

Administrator--- Business Administration Department of Fu Jen University

- Assisted with designing the process flow for the International Academics Seminar.
- Translated between Chinese and English for visiting foreign scholars.

ADDITIONAL INFORMATION

- Experienced with Access, Excel, Word and Power Point
- Chinese (Native), English (Fluent)

Lin, Jo-Chin

Objectives:

Short term: Get MSc degree in Marketing program at the University of Bath

Long term: Devote myself to marketing related career

Experience:

- 4/2005 ~ Now **Marketing Supervisor**, Marketing Department, Waterford Wedgwood Taiwan Ltd.
- Established marketing plan for Waterford, Wedgwood and Rosenthal
 - Created new product launch campaign to achieve sales target
 - Evaluated the results of the sales promotion
 - Accomplished annual business report
 - Established media plan for Waterford, Wedgwood and Rosenthal
 - Created special projects for VIP customer
 - Hold training program for special project and new employee
- 9/2003 ~ 3/2005 **Marketing Specialist**, Marketing Department, Waterford Wedgwood Taiwan Ltd.
- Executed retail promotion activities to generate actual sales
 - Assisted retail VIP maintenance and special project executed
 - Media contact window in charge of product advertisement matters
 - Arranged press conferences, publicities and product loaning for media reports
 - Conducted monthly research reports for competitors media exposures
- 12/2002 ~ 8/2003 **Marketing Coordinator**, Marketing Department, Waterford Wedgwood Taiwan Ltd.
- Media contact window in charge of product advertisement matters
 - Arranged press conferences, publicities and product loaning for media reports
 - Orderly observation on competitors media exposures for research reports
- 2002/7 ~ 2002/12 **Store Manager**, The Second Department, IDEE Department Store
- Contact window with brand to manage retail affairs
 - Executed store activities to achievement sales target

Education:

- 9/1998 ~ 6/2002 BA, Department of English, Fu-Jen Catholic University (FJU), Taipei (overall average grade 77.7/100)
- Related Course: Marketing Management (grade 90/100) / Tourism Marketing(grade 87/100) / Software Agents in Electronic Commerce (grade 80/100)

Activities:

- 9/1999 ~ 6/2001 **Vice-President of Public Relations**, English Department Student Society, FJU
- Designed yearly student activities for English Department: Freshman Welcome Camp, Halloween parade, English Week etc.
- 9/2000 ~ 6/2001 **Chief of the Feminism Study Club**, Feminism Study Club, FJU

Skills and Interests:

Language: Chinese Mandarin, Taiwanese, English (IELST 7.0), Japanese (Japanese-Language Proficiency Test, Level 4)

Interest: Reading (Intelligent life for world trend and fiction for entertainment)