

DAVID W.L CHEN

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OBJECTIVE Seeking challenging opportunity in Marketing Engineer and sales, where my trainings may contribute to the organization.

EDUCATION

2004 ~ 2006 **Santa Clara University** Santa Clara, CA

- Master of Science in Engineering Management
- With Focus in Quality assurance, Marketing & Customer Research and Internet security
- Cumulative GPA: 3.5
- Graduation: Nov 2006

1998 ~ 2002 **Kuang Wu Institute of Technology** Taipei, Taiwan

- Bachelor of Science in Electronic Engineering
- Specialization: VLSI, Network design & TCP/ IP

EXPERIENCES

June 06 ~ Sep 06 **Vigiliti System** Santa Clara ,CA
Marketing Engineer

- Refining customer requirements into marketing requirement document and product requirement document
- Responsible for reporting promotion status and achieving its accountability
- Identifying competitor product weakness through reading technical documentation and interact with technical department

March 02 ~ July 03 **Chunghwa Telecom** Taipei, Taiwan
Marketing Engineer

- Maintaining part of web sites in technical support using HTML, Dream weaver, PhotoShop
- Working with marketing department for establishing Product Requirement Document.
- Making customer complain reports for references to Marketing Department and R&D.
- Responding to Customer Specifications, and participating in technical negotiations with customers.
- Sales in wireless solutions

RELATIVE EXPERIENCES

Vigiliti System

Freeware promotion plan

- Expanding new enrollment by 20% by developing this plan
- Testing new creative initiatives and list segmentation, expansion and refinements for next version of the product
- Collecting competitor's product information and prepare the customer lead used in follow-up,

Chunghwa Telecom

Network consulting workshop

- Being a representative to introduce what the Hi- Building is.
- Assist participators to understand which network plan is benefit to them.
- Maintain customer relationship about Hi-Building

Leadership

- Link up with R&D, sales department, technical support department and product manager.
- Running a student association to help new students coming from China and Taiwan.

Relevant Courses:

Management Field

Project Management
Quality Assurance Management
Accounting & Cost Control
Relationship Management

Technical Field

Design For Testability
Software Engineering
Network Security
Computer Forensics
VLSI System Design
Graphic User Interface Design
Computer Networks
Network Design, Analysis & Management

SKILLS

Programming Languages / OS
Personal Skills

VB, HTML ,Perl, SQL/ DOS, Windows, Linux

- Fluent in English and Mandarin
- Excellent communicational, organizational, analytical and interpersonal skills
- Self-motivated and effective and experienced in teamwork environment