

# Chien-Ning Huang

Mobile: (619) 724-7487

E-mail: hedyhuang0103@gmail.com

132 Ward St,

San Francisco, CA 94134

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## QUALIFICATION

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A Goal-oriented individual, who work well individually as well as part of a team with sense of responsibility, possesses critical thinking, collaborative skills and interpersonal skills. A self-motivated individual full of enthusiasm on learning, well-organized and good time management skill.

## SKILLS SUMMARY

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### Project Management

Diversified project experiences in MBA programs. Participated in a team project of Yuan Soap (a local company in Taiwan) to develop a strategic plan to enter into new market in China. Presented directly to the managers of new market development. This project got second in a business academic competition.

### Leadership

Directed project teams and a basketball team make me understand how to make a team work smoothly and functionally. As a leader, encourage our teammates and deal with interpersonal problems are also important.

### Marketing

Experienced in developing market research, participated in the project of marketing strategy used environmental analysis, marketing mix, such as 4Ps, 4Cs, STP, brand image development and other marketing skills. Also, directed the project of marketing communication through observation, interviews and data analysis.

**Computer skills:** MS Word, MS Power point, MS Excel, MS Outlook, GAUSS, SPSS, Adobe Illustrator, Adobe Photoshop, Google Calendar

## EXPERIENCE

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### Yuan Ze University (Taiwan)

*Teaching Assistant of Prof. Hsiang-Hsun (Sonic) Wu*

*September, 2013-January, 2014*

A course named “Case Studies of Strategic Decision-Making in International Business given” by my advisor Prof. Hsiang-Hsun (Sonic) Wu in fall 2013, for undergraduate business students.

- Implemented class management of Professor’s requirement.
- Participated in project management.
- Managed and sorted students’ reports, and recorded scores.
- Improved the percentage of hand in reports on time from 20% to 95%.

*Research Assistant of Prof. Hsiang-Hsun (Sonic) Wu*

*April, 2013-October, 2013*

Prof. Hsiang-Hsun (Sonic) Wu was in charge of the study in new business models and case analysis for Advanced Research Institution in Institute for Information Industry in Taiwan.

- Scheduled and recorded interviews with companies.
- Participated in case writing and analysis of new business models.
- Engaged in meetings with managers.

### Yi Wen Private English Cram school (Taiwan)

*March, 2012-September, 2012*

*Administrative Assistant*

Yi-Wen provides different levels of English courses for elementary students and high school students to improve and excite their English ability.

- Contacted with students, parents and other foreign teachers.
- Introduced courses to parents and students according to their needs and English levels.

- Assisted students in English conversation.
- Prepared class materials for teachers.
- Accomplished other duties of front desk.

## EXREACCURRICULAR ACTIVITIES

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### Manager of Intramural Basketball Team (Taiwan)

*November, 2007-June, 2010*

Worked for the basketball team of our department in Wenzao Ursuline University of Languages for four years as a manager and an assistant coach. It had top performance in school.

- Engaged in secretary, public relationship, and website updated. Increased the popularity for 75%.
- Established an institution/rules for people within our team to follow.
- Recruited new players and staffs from 50% of candidates and trained them.
- Held three basketball championships in school and assisted other events.
- Collaborated and negotiated with people from school office and within our team.
- Convinced student association and department supervisor to provide US\$200 funds of every game we participated.

## REWARDS

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### Second in Academic Competition in College of Management

*May, 2014*

Engaged in a team project of new market strategic planning in China for Yuan Soap, which was a local company in Taiwan produced high-end hand-made soap.

- Analyzed general environment of local market in Beijing and local competitors.
- Figured out their culture and future trend (i.e. preferred premium products).
- Deployed entry mode, and short to long term strategies.

## EDUCATION

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### • San Diego State University

**San Diego, CA**

*Master of Business Administration and Management*

*August, 2014-May, 2015*

Specialized in case analysis, supply chain management and information security.

### • Yuan Ze University

**Taoyuan, Taiwan**

*Master of Business Administration majored in International Business*

*September, 2012-June, 2014*

Specialized in business model analysis, industry analysis, and strategy management and planning.

***Thesis:*** Dynamic Strategic Configuration and Performance: Case Study of Textile and Apparel Industry in Taiwan.

***Minor:*** Marketing

Specialized in market research and marketing planning.

### • Wenzao Ursuline University of Languages

**Kaohsiung, Taiwan**

*Bachelor of Art majored in Foreign Language Instruction*

*September, 2007-June, 2011*

Specialized in English teaching through different teaching techniques in different situations.

***Minor:*** English

## LANGUAGES

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Native speaker of Mandarin Chinese and Taiwanese. Proficient in English listening, speaking, reading and writing. Beginner of French and Japanese.

## REFERENCES

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Available upon request