

# Yu-Chi Tsai

Munich, Germany



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## PROFESSIONAL EXPERIENCE

### Huawei Munich Research Center, Antenna & Hardware Lab

Munich Germany, 2024-2025

#### Digital Marketing Intern

- B2B digital marketing strategy and market research; host of Antenna Industry Talk promotional videos
- 145.6% increase in engagement rate & 69.06% increase in impression of promotion on LinkedIn

### Cerner Enviza (Oracle), Market Research Team

Taipei Taiwan, 2022-2023

#### Market Research Intern

- Market research on medications of rare diseases (NMOSD and SMA), strategic insights for global pharmaceutical companies.

### Yong-Cheng International Securities Investment Consulting

Taiwan & Remotely, 2023-2024

#### Branding & Marketing Assistant

- Branding strategy, marketing material creation, and campaigns development
- 28.5% increase in overall engagement, 10.2% increase in social media reached

## EDUCATION

### Montpellier Business School

2023 - 2025/07

Master of Science - International Business (GPA : 15.22 / 20)

Montpellier, France

### Taipei Medical University

2019 - 2023

Bachelor of Business Administration - Health Care Administration (GPA : 3.58 / 4)

Taipei, Taiwan

### National Taipei University

2020 - 2023

Minor Bachelor, Finance and Cooperative Management

Taipei, Taiwan

## LANGUAGES

English, Chinese, French (A2), German (A1)

## PROJECTS

On my personal website, you can find detailed text and visual introductions to my project experiences, covering areas such as project planning, research, and implementation across various industries, including wireless hardware, pharmaceuticals, investment, and food.

### 2 Minutes on Antenna: B2B Antenna Expert Interview Plan

- Planned and hosted expert interviews to promote new antenna products and industry trends; responsible for content development, video editing, and post-interview promotion strategy.
- 193% increase in video view, 243.7% increase in post click, 78% increase of engagement rate

### **BIGECON: Social Media Brand Marketing Plan**

- Developed brand positioning strategy for an investment consulting firm; managed monthly digital marketing plans and executed outreach to engage potential clients.
- 28.5% increase in overall engagement, 10.2% increase in social media reached
- Platform: [https://www.instagram.com/bigecon.ig?utm\\_source=ig\\_web\\_button\\_share\\_sheet&igsh=ZDNlZDc0MzIxNw==](https://www.instagram.com/bigecon.ig?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==)

### **NMOSD: Market Analysis of Biologics for Rare Disease**

- Environment analysis of NMOSD biologic medications.
- The research includes a professional analysis of market demand, competitor and product. Eventually, the team provided a comprehensive market report and strategic recommendations to pharmaceutical companies.

### **Master's Thesis: Analysis of Digital Marketing for Medications in France**

- Environmental analysis of three antidiarrheal medications in France; user interviews and marketing strategy recommendations for pharmaceutical firms
- Final grade: 19/20 – Montpellier Business School, France

### **CERTIFICATES**

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- Medical Information Management, Taiwan
- Foundations of Digital Marketing and E-commerce, Google
- Measure and Optimize Social Media Marketing Campaigns, Coursera
- Culturoscope Intercultural Competence, SIETAR France
- Inclusive Leadership Certification, FACE HERAULT