



# YU-CHI TSAI

## Brand Marketing / Business Development

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## ABOUT ME

Feel free to call me Cassie! I am from Taiwan and currently in the final year of my master's degree in international business. I am keen to leverage and improve my skills in strategic marketing and project management while actively seeking internship opportunities in France. With a proven track record in project completion and positive team feedback, my strengths include organizational skills and cross-functional teamwork. Please don't hesitate to reach out to me if my background matches your needs.

## WORK EXPERIENCE

### Brand Marketing Assistant

Yong-Cheng International Securities Investment Consulting, 2023-2024

- Executed engaging marketing strategies, marketing material creation, and campaigns development to enhance brand awareness.
- Resulted in a 28.5% increase in overall engagement, 10.2% increase in social media reached, and significant growth in followers to 118,600.

### Market Research Intern

Cerner Enviza (Oracle), 2022-2023

- Conducted in-depth market research on NMOSD and SMA medications, identifying market trends and competitors to shape market strategies.
- Assisted in the collection and analysis of quantitative and qualitative research data, providing strategic insights and recommendations to clients.

### Administrative Intern

Taipei Municipal Wanfang Hospital, 2022

- Assisted in creating monthly reports on health insurance usage and conducted revenue growth rate analysis to optimize hospital operations

### Executive Assistant

Taipei Fertility Center, 2020

- Facilitated collaboration opportunities with clients and medical professionals through assisting with hosting networking events. (CRM)

## PROJECTS

### BIGECON: Social Media Brand Marketing Plan

28.5% increase in overall engagement, 10.2% increase in social media reached, and growth in followers to 118,600.



- By regularly sharing financial investment knowledge and global current affairs, I produced and organized all marketing content to attract potential customers to follow the platform and indirectly promote the investment consulting firm's brand.
- Social Media Account @ : [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

Providing the environment analysis of medications and market recommendations to pharmaceutical company



- I was in charge of comparing Enspryng, a drug developed by Chugai, a Japanese pharmaceutical company, with other biologic medications. The research includes an professional analysis of the analysis of market demand, competitor and product. Eventually, the team provided a comprehensive market report and strategic recommendations to pharmaceutical companies.

### BOONORO: Digital Marketing Plan for a Indonesian Startup

Brand Image Building, Website Design, Social Media Management



- Boonoro is a food brand offering bird's nest supplements and coffee from Indonesia. Through social media management, website upgrades, and Google Ads, the team successfully positioned Boonoro as a health symbol and established a stable market and customer base in Taiwan.
- The official website : <https://boonoro.co/>

## EDUCATION



MSc - International Business 2023 - 2025/03  
Montpellier Business School (Currently)



BBA - Health Care Administration 2019 - 2023  
Taipei Medical University (GPA : 3.58 / 4)



Finance and Cooperative management  
National Taipei University 2020 - 2023

## LANGUAGE

English, Chinese, French

## SKILLS

Canva, Power BI, MSO

## CERTIFICATES

- Culturoscope Intercultural Competence (SIETAR France)
- Inclusive Leadership Certification (FACE HERAULT)
- Social Media Marketing Campaign (Coursera)
- Medical Information Manager Certification (Taiwan)