

Pei-Kang Wu

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Skills

Software Packages: R, Stata, Matlab, SQL, Tableau, Hubspot, Xmind
Programming Languages: Python, Java, C, XQuery
Operating Systems: Unix, GNU/Linux, macOS, Windows
Languages: Mandarin Chinese (native), Taiwanese (native), Spanish (intermediate)

Education

M.S. in Applied Economics & Finance August 2016 - June 2017 (Expected)
University of California, Santa Cruz (3.57/4.0 GPA)
Honors: Applied Economics Graduate Fellowship
B.A. in Economics September 2009 - June 2013
National Chengchi University, Taiwan (3.12/4.0 GPA)
Honors: Model Student Award (2 out of 100 economics graduates)

Work Experience

Marketing Specialist, Gogoro Inc., Taiwan April 2016 - July 2016

- Managed Hubspot CRM system and identified serious customer loss due to several breaks in automatic workflow, cooperated with a team of around 10 store managers to fix the flaws
- Coordinated official website development, communicated with software engineering team and user interface design team to develop new product webpages
- Cooperated with a team of around 100 sales to develop campaigns and helped to set up campaign registration webpages which greatly increase the number of prospects per month
- Invented and implanted store roadshow SOP to collect direct and valuable sales feedback on customer experience and sales selling experience, generated integrate reports for cross-department performance evaluation

Junior Sales Representative, Gogoro Inc., Taiwan June 2015 - March 2016

- Built and streamlined SOP for team members to reduce time consumption by up to 30%
- Appointed by store manager to perform formal introduction to visiting senior executives from Volkswagen Group
- Refined sales operation and maintained No.1 sales volume in the same store for three consecutive months
- Promoted to marketing team in April 2016, first sales to be promoted across department

Second Lieutenant, Coast Guard, Taiwan October 2013 - September 2014

- Led and managed three squads of 48 soldiers as a platoon leader
- Elected to act as intern company commander to lead three platoons of around 150 soldiers, and was granted an honor day-off for excellent leadership
- Coordinated a team of 10 personnel with two speedboats to rescue two civilians stranded on an island after high tide while performing as duty officer of the day