

YI-HSUEN ELLIE HSIEH

A trilingual marketing specialist, who is specialized in conducting market research and analyzing information for market entry, new product development, new business consulting projects, and designing communication materials (e.g. flyers, brochure, sales pitch deck and product labels). I have performed desk research and qualitative research in 8 different countries across Asia, America and Europe. I also led a promoting event project at an exhibition in Tokyo, and received 200+ surveys, 100+ leads through out the 3-day exhibition. On a cozy afternoon, I enjoy making illustrations to celebrate little moments of my life

EXPERIENCE

Senior Analyst

Analyst

January 2020 - Present

April 2018 - January 2020

PROVE Co. Ltd. | Tokyo Japan | Consulting Firm

- Plan and execute market/user/benchmark research projects in 8 different countries with topics in consumer electronics, logistics, preschool communication applications and more Perform desk research in English, Chinese and Japanese to collect and analyze secondary data
- Conduct qualitative research to collect and analyze primary data
- Design interview questions, make appointments with interviewees, manage the entire schedule and research direction while executing the research abroad
- Handled maximum 4 research projects simultaneously
- Report research findings and propose strategic advice to clients based on research results in Japanese
- Designed flyers and packaging labels for clients in Chinese, English and Japanese

■ Key Projects :

- New Product Development Research in South East Asia
 - Worked as a team of 3 (2 analysts and 1 project manager) to plan and conduct a user and supply chain research across Thailand, Malaysia and Indonesia to discover business opportunities and potential product needs for our client's new product development
 - In charge of planning and conducting the research regarding food delivery bag usage and vaccine transportation in Malaysia
Proposed prototype ideas and the next-step plan based on the research to the client
- New Business Model Research and Consulting Project in Japan
 - Worked with the project manager and clients to brainstorm new business model ideas based on research findings on different business models of various kinds of product/service for client's technology in sanitization, and created simple profit simulation on each business model idea for the client
Conducted desk research and casual interviews to find out business models of a range of products/services.
- New Business Opportunity Research and Consulting Project in Europe
 - Worked with the consultant and project manager to conduct a research in France and Germany to seek business opportunity for logistics in 3 different markets, and give clients advice on how and which market to entry based on our findings.
 - In charge of planning and conducting market research in France and Germany to understand the current industry structure, market trend and logistics model of telemedicine and telecare devices.

Marketing Associate/ Executive Assistant July 2016 - April 2018

International Systems Research Co. | Tokyo Japan | IT Security Company

- Led the project of company's exhibition at the AWS Summit Tokyo2017
 - Organized and designed the marketing materials, such as promotional video, brochures, posters, surveys and free giveaways for promoting company's new service at the AWS Summit Tokyo 2017
 - Received over 200 surveys and over 100 leads through out the 3-day event
- Assisted in new graduate hiring by screening resumes and contacting candidates via email in Japanese and English
- Translate promotional documents from Japanese to English
- Conduct market research and provide positioning for company's product in the North America Market
- Responsible for planning and executing company's exhibition at AWS re:Invent 2017

PERSONAL INFORMATION

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 Tokyo, Japan

EDUCATION

BS in Advertising with Business Minor

University of Illinois at Urbana-Champaign

May 2016 | Champaign, USA | GPA 3.82

LANGUAGES

Mandarin Chinese

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

Japanese

Professional Working Proficiency

German

Elementary Proficiency

SKILLS

Qualitative Research

Market Analysis

Illustration

Microsoft Office

Powerpoint

Excel

Word

Adobe Creative Suites

Illustrator CS 6

Photofhop CS 6

InDesign CS 6

Premier CS 6