



Contact

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Education

Université Catholique De Louvain

M.A. Multilingual Business Communication (EN/FR)
Master
Sep 2023 - Dec 2025, Belgium

Fu Jen Catholic University

M.A. French Language & Culture
Master
Sep 2020 - Aug 2023, Taipei

Language

Chinese

English

French

PROFESSIONAL EXPERIENCE

KUNDA

Marketing & Business Development

Associate

Jan 2025 - DEC 2025

Belgium

- Led content marketing strategy across Instagram, Facebook, and LinkedIn; created 50+ visual posts, Reels, and EDMs, increasing engagement and community interaction.
- Organized and documented wellness coaching sessions & retreats (16+ participants), producing 300+ photos, 30+ real-time stories, and testimonial videos to strengthen brand credibility.
- Designed and executed a UGC campaign & giveaway, boosting participation by 200%+ compared to previous campaigns and significantly improving brand visibility.
- Supported business development & B2B prospecting with sales pitches, brochures, and retailer visits, contributing to partnerships with local shops and fitness centers.
- Utilized Odoo CRM for EDM and campaign tracking (open rate, clicks), while strengthening video editing skills (CapCut, Caption).

BenQ

Digital marketing intern

Dec 2021 - Aug 2023

Taipei

- Conducted monthly market analyses, competitor research, and social media monitoring to uncover customer insights and guide strategy.
- Launched targeted marketing promotions, exceeding sales goals and generating a 25% YOY revenue increase.
- Initiated and led a month-long UGC project, resulting in a 50% increase in product sales by identifying new target communities and forming partnerships with influencers and brands.
- Built a global social media community from scratch through UGC events, influencers collaborations, and brand partnerships.
- Optimized e-commerce content using customer feedback, competitor analysis, and social media monitoring.
- Managed a multi-channel digital advertising budget across Google Search Ads, GDN, Meta Ads, Twitter Ads, and YouTube Ads, optimizing campaigns to improve leadgeneration.

National Taiwan University Hospital

Research Assistant

Apr 2019 - Aug 2020

Taipei

- Maintained and analyzed a clinical database of 2,000+ cases for academic research.
- Translated 10+ academic journal articles (EN/FR → CN), accelerating publication process.
- Assisted in preparing technical reports and clinical research protocols.

SKILLS

Google analytics, metadata, SEO, Market Research, Strategic Planning, Cross-cultural Collaboration, PowerPoint, Excel, Word