

# Cathy, Kai-Hsin, Pai

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## EDUCATION

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**NATIONAL TAIWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY** **Taipei, Taiwan**  
*Master of Arts in Applied Foreign Languages; Major in Computer-Assisted Language Learning* **2021-2023**

- Selected as a presenter to deliver my master's thesis at the American Association of Applied Linguistics conference in Houston

**NATIONAL TAIWAN UNIVERSITY OF SCIENCE AND TECHNOLOGY** **Taipei, Taiwan**  
*Bachelor of Arts, Major in English Language and Literature; Minor in Japanese, European Studies* **2017-2021**

- Served as Chief Member of the Association of International Affairs, leading initiatives and coordinating events that fostered international collaboration and promoted cross-cultural understanding.

## INTERNSHIP EXPERIENCE

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**BINANCE** **Taipei, Taiwan**  
*Affiliate Marketing Specialist* **JUL 2022- Sep 2022**

- Managed partnerships with Key Opinion Leaders (KOLs), identifying and engaging influencers to align with marketing goals, enhancing brand visibility and strategic outreach across key markets.
- Coordinated and executed marketing campaigns, ensuring consistency across content marketing materials (videos, blogs, social media) to increase audience engagement and drive customer acquisition.
- Translated and streamlined communications for affiliate marketing plans, facilitating smooth collaborations with global KOLs, which contributed to increased affiliate opportunities and campaign success.

## PROFESSIONAL EXPERIENCE

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**LANGUAGE LEARNING CENTER** **Taoyuan, Taiwan**  
*Educational Program Coordinator* **SEP 2023-May 2024**

- Developed innovative language courses using AI teaching materials, improving student engagement and long-term language acquisition, and aligning course offerings with strategic educational goals.
- Led cross-functional collaboration to organize events (e.g., charity sales, parent-child reading clubs), resulting in a 20% rise in teacher-student interaction and enhanced community involvement.
- Drove program success by achieving student enrollment targets and maintaining strong retention rates, aligning program outcomes with long-term institutional objectives.

**CATHY CHINESE** **Freelance Project**  
*Marketing Strategist* **Oct 2022-Present**

- Created content in videos, podcasts, social media posts, blogs, and email newsletters to drive audience engagement and strengthen brand identity.
- Established website and social media platforms, resulting in a 15% increase in user engagement and brand visibility.
- Managed SEO and social media campaigns, resulting in a 25% increase in online visibility and a 30% boost in engagement across platforms.

## ADDITIONAL INFORMATION

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- Technical Skills: Google Analytics, WordPress, Google Workspace, Trello, MS Word, Excel, Outlook, PowerPoint, MS Teams, Salesforce, R.
- Languages Skills: Chinese (Native), English & Japanese (C1), French (B1)
- Certification: Google Analytics, Driving license