Tse Hsiang(Tom) Chen

Education

National Taipei University, Taipei, Taiwan B.A., Department of Public Administration and Policy 09/2020-06/2024

Professional Experience

Leo Burnett, Taipei, Taiwan 02/2025-Present Account Executive (promoted to Senior Account Executive, 07/2026)

• Manage cross-functional marketing projects across creative, strategy, production, media, finance, and external vendors, ensuring integrated campaign execution and alignment across teams.

• Oversaw integrated marketing projects for multinational clients, including Haleon (Panadol and Advil), Samsung, McDonald's, Philips, Toshiba, Abbott, and Ronald McDonald House Charities (RMHC), managing project timelines, stakeholder communication, and campaign execution.

• Led a six-month integrated marketing campaign for a major home appliance brand, coordinating 20+ stakeholders and contributing to 37.2M impressions, 7.8M+ reach, 36K+ social interactions, and 359% growth in social buzz.

• Supported the digital execution of a 2025 cold medicine campaign exceeding 50M digital views, and composed a song for a Chunghwa Telecom campaign pitch.

Isobar, Taipei, Taiwan 04/2024-07/2024 Intern

• Supported social media operations by scheduling and publishing content, monitoring Facebook and Instagram performance, and analyzing audience engagement across content formats.

• Conducted competitive social media analyses on content strategy, copywriting, visual design, and engagement approaches to inform campaign planning.

• Streamlined recurring reporting workflows by developing Excel automation formulas, reducing daily processing time from 30–60 minutes to approximately 5 minutes.

Beijing United Family Hospital and Clinics, Beijing, China 07/2023-08/2023 Intern

• Supported social media operations through content management, performance analysis, and multimedia production, including event video filming, editing, and publishing.

• Managed front-line customer communications via WeChat, coordinated outpatient appointment scheduling, and assisted with reception and client services.

• Assisted with hospital database management, data analysis, and system maintenance to support operational efficiency.

Wunderman Thompson (now VML), Taipei, Taiwan 07/2022; 10/2022-06/2023 Account Intern / Social Team Intern

• Supported client social media community management across Instagram and Facebook, including content moderation and audience engagement.

• Consolidated social media performance data and prepared analytical reports to support campaign evaluation.

• Conducted competitive social media research and gathered market insights to support proposal and pitch development.

Projects

AI Report Automation 08/2026-10/2026 Leo Burnett Taiwan

• Led a 5-member team in a corporate talent development project, coordinating research, task allocation, progress tracking, and cross-functional communication to identify repetitive reporting tasks suitable for AI automation.

• Developed a financial AI agent and led team members in developing two additional AI agents to automate marketing workflows, including media brief generation and campaign performance reporting; evaluated potential time and cost savings and recommended further development opportunities.

User Behavior and Communication Analysis of Zenly 04/2023-06/2023 National Taipei University

• Led a team project analyzing Zenly’s adoption among younger users, overseeing group discussions and project progress while researching app features, user needs, and applying innovation diffusion theory and the circuit of culture framework.

• Examined Zenly’s social engagement, privacy and security concerns, psychological effects, competitive landscape, and business model, identifying users’ willingness to trade privacy for convenience as a key factor influencing adoption in Taiwan.

Activities

Treasurer, National Taipei University Community Service Club 09/2022-08/2023 National Taipei University

• Participated in rural educational service camps, leading elementary school students through educational activities, games, and mentorship.

• Managed the club's budget, reimbursement processes, and financial records as Treasurer, overseeing membership fees and funding allocation.

• Planned budgets and coordinated resource allocation to support the successful execution of club events and service camps.

Captain, Department of Public Administration and Policy Volleyball Team 09/2022-08/2023 National Taipei University

• Led daily team practices and coordinated training schedules, competition logistics, and team communications.

• Fostered team cohesion by aligning shared goals and maintaining a collaborative training environment.

• Rebuilt the team from a disbanded state, leading it to a runner-up finish in the 2023 DAPP Cup Men's Division.

Activity Director, Department of Public Administration and Policy Student Association 09/2021-08/2022 National Taipei University

• Planned and executed major departmental events, including a freshman orientation for 80+ participants, a departmental singing competition, and a sports tournament involving 10 student and alumni teams.

• Led event planning, program design, task delegation, promotional coordination, and on-site operations.

• Coordinated cross-functional teams and developed contingency plans to ensure smooth event execution under limited resources.

President, National Taipei University Competitive Cheerleading Club 09/2021-08/2022 National Taipei University

• Oversaw club operations, training coordination, and event planning.

• Managed school liaison, venue arrangements, personnel coordination, and administrative affairs to support club activities.

• Led on-campus performances while coordinating member responsibilities, training progress, and team collaboration.

Competitions

2022 Public Affairs Case Competition (PACC), National Taipei University — Preliminary Round 06/2022

• Analyzed Taipei City's participatory budgeting mechanism and the University–Government Alliance system through policy and case research.

• Led data collection, policy analysis, proposal development, and report preparation for the team.

• Co-developed recommendations to strengthen public participation, cross-departmental collaboration, and citizen engagement, including multi-channel outreach strategies to improve policy visibility.

Skills

Project Management:

• Managed 30+ advertising projects and workstreams across TVC, OLV, KV, social, POSM, and integrated campaigns

AI & Workflow Automation

• Microsoft Copilot Studio, Power Automate — AI agent prototyping, workflow automation, reporting process optimization

Market Research & Analytics Tools:

• GWI (consumer profiling and target audience insight)

• Opview (social listening, buzz volume analysis, data collection)

• AIS (ad monitoring — competitive ad intelligence and campaign analysis)

Video Editing:

• DaVinci Resolve & Final Cut Pro (applied in creative pitch decks, advertising project management visuals, company event production, band music videos, and personal creative works)

3D Modeling and Animation:

• Blender (applied in advertising festival creative competitions, internship final presentation, band music videos, and personal creative works)

Music Production:

• Logic Pro (applied in creative pitches, company event performances, personal band projects, and original compositions)