

# Ching-Hsuan Lin

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## SUMMARY

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Early-career Data Analyst with hands-on experience in Python and SQL—building automated pipelines, maintaining BI dashboards, and translating complex data into clear, actionable insights for cross-functional stakeholders.

## EDUCATION

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### Boston University, Questrom School of Business

Sep 2024 – Jan 2026

M.S. in Business Analytics

### Baruch College, Zicklin School of Business

Aug 2019 – May 2023

B.B.A. in Computer Information Systems | Minor: Economics

## SKILLS

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**Analytical & Programming:** Python (pandas, NumPy), SQL (MySQL), data validation, pipeline development, ETL

**Data Engineering & BI:** Power BI, Tableau (Salesforce Certified), Looker Studio, Snowflake, Airflow, Streamlit

**Tools & Cloud:** BigQuery, AWS, dbt, data modeling, statistical modeling, cross-functional collaboration

## WORK EXPERIENCE

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### Digital Marketing Analyst

Mar 2026 – Present

Autism Today Foundation | Remote

- Maintain interactive **reporting dashboards** in Looker Studio, monitoring traffic, conversion, and engagement KPIs across 4 channels—delivering validated, analysis-ready data for operational decision-making.
- Translate business requirements into **technical specifications** for agency and CMS partners, automating reporting workflows to reduce manual data entry and align outputs across cross-functional stakeholder groups.
- Develop **Social SEO and campaign strategy** across 3 platforms (Instagram, TikTok, LinkedIn), driving a 5% increase in website traffic by analyzing user behavior signals and optimizing channel discoverability.

### IT Data Security Analyst Intern

Jul 2025 – Aug 2025

Taiwan Semiconductor Manufacturing Corporation (TSMC) | Hsinchu, Taiwan

- Built an automated **Python pipeline** using the Google Gemini API to extract and classify 8,600+ internal URLs/IPs—detecting 220 anomalous endpoints and saving ~280 business days vs. manual review.
- Built **Superset BI dashboards** consolidating token usage, budget exposure, and follow-up priority data to monitor pipeline data quality and surface insights for stakeholder decision-making.
- Translated **policy requirements** into technical classification strategies for global security and compliance teams, enabling scalable analytics rollout across all TSMC foundry sites.
- Automated evidence extraction from vendor certificate documents using an **LLM-based workflow**, streamlining key data processing steps and reducing manual compliance review time for the security team.

### Data & Operations Analyst

May 2024 – Aug 2024

Taiwan Institute for Sustainable Energy | Taipei, Taiwan

- Consolidated multi-source registration, invoicing, and participant records into **structured data trackers**, replacing manual spreadsheet workflows and enabling accurate cross-functional follow-up with 50+ partners.
- Maintained **backend data accuracy** across customer and participant records for a 15-person team, applying data quality protocols to support reliable operational reporting cycles.
- Reduced **inquiry resolution time** from ~30 to ~10 mins across 20–30+ cases per event by implementing standardized triage workflows—streamlining ad-hoc processes into repeatable operational systems.

## PROJECT EXPERIENCE

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### NCAAF – Automated Ranking Pipeline & BI Dashboard

Sep 2025 – Dec 2025

Boston University

- Built an end-to-end **Airflow ETL pipeline** ingesting multi-source NCAA data into a Snowflake cloud warehouse with automated weekly refreshes across 136 teams, replacing manual reporting prep.
- Automated **10+ data validation checks** to ensure dataset consistency; delivered interactive dashboard exports and a Text-to-SQL interface, cutting ad-hoc analysis turnaround from 60 to under 15 mins.