

ANCHOR MIAO

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SUMMARY

Business Analytics graduate student and certified AI Product Manager who turns market and user insights into product decisions. Cut costs 20%, improved efficiency 15% YoY, and grew brand reach 50x. Ran an AI research project end to end and competed in USC's 6th Annual Global AI Case Competition

EDUCATION

University of Southern California, Marshall School of Business | Los Angeles, CA **Graduation Date: Dec 2026**
Master of Science in Business Analytics (STEM) *GPA: 3.75/4.0*
Coursework: Project Management, Spreadsheet Modeling, Python Algorithms, SQL, Data Visualization, Machine Learning

Fu Jen Catholic University (FJCU) | New Taipei City, Taiwan **June 2024**
BA in Journalism and Communication Studies *GPA: 3.85/4.0*
Coursework: Statistics, Data Processing, Marketing Analytics, Electronic Commerce, Infographics, Product Management

PROFESSIONAL EXPERIENCE

HEINEKEN Co., Ltd | Taipei, Taiwan *March 2024 – January 2025*
Corporate Affairs Intern

- Ran product portfolio and cost benefit analysis in Excel to guide lifecycle decisions on mature SKUs, spotting optimization opportunities that cut operational costs 20% YoY and shaped the annual strategic review
- Combined market and operational data into product prioritization recommendations for the North Asia Regional Director, informing roadmap tradeoffs while process improvements raised efficiency 15% YoY
- Led the zero to one launch of the Taiwan Brewers Association's LinkedIn page with a multinational team, creating event communications and press materials that grew followers by 1,200 and engagement by 35%
- Treated channel analytics as ongoing audience research, testing content variants and using findings to refine targeting and increase page reach 50x within two months

JLP Ltd | Taipei, Taiwan *July 2022 – December 2023*
Business Development Associate

- Managed 100+ client accounts, running discovery conversations to surface unmet needs and build engagement strategies that sustained an 80% retention rate
- Reviewed client feedback and project performance to prioritize process improvements, supporting 30% business growth
- Tracked 30+ projects in Power BI, standardized KPI reporting, and maintained documentation on results and turnaround time to support planning

Marketing Analytics Intern *July 2021 – July 2022*

- Built and maintained a 5K+ customer dataset by combining CRM and campaign data in Excel and SQL, identifying trends that supported about 20 to 30% improvement in conversion targeting
- Automated reporting workflows with Excel Power Query, cutting manual analysis time about 15% and improving accuracy in KPI tracking across campaigns

PROJECT EXPERIENCE

THE ANATOMY OF TRUST | Solo PM Research on Cursor's Pricing Crisis *June 2026 - July 2026*

- Delivered a 16-month trust analysis of Cursor's pricing crisis, measured by 383,000+ posts classified at 93% human validation agreement, by defining the research scope end to end and building the Python collection and classification pipeline
- Showed the public apology repaired trust but not price perception, measured by transparency complaints falling 6.4pp (40%) in eight weeks while pricing complaints moved only 0.8pp, by building event anchored time series across five crisis milestones
- Proved a "loud churn, quiet retention" dynamic, measured by sentiment bottoming at -0.214 while disclosed ARR grew from \$0.5B to \$3B, by validating results with bootstrap and 95% CI and shipping an interactive dashboard and 12 slide deck

Amazon | Sales Analytics and Business Intelligence *November 2025 – December 2025*

- Analyzed 10,000+ sales records in Python and applied two-layer regression models to evaluate relationships among pricing, ratings, and sales performance
- Designed Tableau dashboards to surface product category trends and presented recommendations to 60+ professionals

SKILLS AND INTERESTS

- **Product:** User Research, A/B Testing, Roadmap Prioritization, Competitive Analysis, Cost Benefit Analysis, Product Lifecycle Management, Market Research, KPI Design
- **Tools:** SQL, Python, Excel, Power Query, PowerPoint, Tableau, Power BI, Snowflake, Claude Code, Cursor, Workflow Automation
- **Languages and Interests:** Chinese (Native), English (Professional), TCG Card Collecting, Movies, Travel Photography, MLB, NBA, Weightlifting, Tennis, Camping