

Shannon (Jen-Hsin) Chung

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WORK HIGHLIGHTS:

- Spearheaded development of 100+ digital products for VICTOR Badminton, the world leader in racket manufacturing.
 - Collaborated with NBA's Brooklyn Nets through NYU Real World initiative in expanding reach to South America.
 - Reported on college athletics news for Chinese Taipei University Sports Federation, covering volleyball, basketball, and baseball. Achieved a record-high click-through rate of 1,880 for a single article.
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EDUCATION:

New York University

Master's in Sports Business

New York, NY
Sept. 2023 – Present

National Tsing Hua University

Bachelor of Kinesiology (GPA:3.5)

Hsinchu, Taiwan
June 2023

WORK EXPERIENCE:

VICTOR Badminton Racket Corp.

Marketing Intern

Taipei, Taiwan
Feb. 2023 - Jul. 2023

- Produced monthly social media reports to analyze accounts performance.
- Created over 100 product images in collaboration with the design team, resized and optimized for website use. .
- Offered exceptional global customer service, assisting customers with product information, comparisons, athlete sponsorships, and collaborations.

University Basketball Association (UBA)

Social Media Assistant

Taipei, Taiwan
Feb. 202 – Mar. 2023

- Created multiple promotional videos featuring athletes in collaboration with sponsors.
- Conducted interviews with basketball athletes and edited the content for social media platforms.

Chinese Taipei University Sports Federation

Students Sports Union(SSU) Correspondent | [News Portfolio](#)(Google Translate to English)

Taipei, Taiwan
Sept. 2021 – June 2023

- Wrote and reported on college athletics news, covering volleyball, basketball, and baseball. Achieved a click-through rate of 1,880 for a single news article, a record high.
 - Assumed various roles during games, including photography, editorial tasks, and conducting post-game interviews.
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RELATED EXPERIENCE:

NBA Brooklyn Nets

Collaborator - NYU Real World Program

New York, NY
Jan. 2024- Present

- The NYU team devised a plan to utilize Brooklyn culture in cultivating international partnerships for the Brooklyn Nets and expanding the team's global presence. We implemented the "industrial city" concept to establish a "mini Brooklyn" in Brazil, aiming to foster growth for the team's brand internationally.

NYU Women's Lacrosse Team

Team Manager

New York, NY
Feb. 2024- Present

- Recorded and analyzed game statistics to provide valuable insights for performance improvement.
- Create and organize original content for NYU Women's Lacrosse Team's Instagram.

NYU - Graduate Sports Business Society

Social Media Chair

New York, NY
Feb. 2024- Present

- Designed and produced weekly event flyers to promote activities on NYU's Engage platform.
- Facilitated communication with club leaders and invited panel speakers from the sports industry.

High School Basketball League

Half-Time Event Staff

Taipei, Taiwan
Feb.2022

- Executed sponsor-related activities and engaged attendees with interactive games during half-time breaks.
- Created behind-the-scenes footage for Instagram Stories to boost brand visibility and engagement.

Chinese Taipei Olympic Committee

2022 International Sports Affairs Training Program

Taipei, Taiwan
Jun. 2022

- Collaborated with team members to develop and implement strategies for applying Olympic Agenda principles.
 - Presented a comprehensive proposal for the 2025 Summer World Masters Games in Taipei & New Taipei City.
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SKILLS: Proficient in Canva, Instagram content management, Google Docs, and Slack.

INTERESTS: Enjoy watching tennis matches and Korean dramas, exploring Asian cuisines, and indulging in Oreo cheesecake desserts.