

# Andrea Fan

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## WORK EXPERIENCE & ACCOMPLISHMENTS

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### WeHelp Coding Bootcamp: Taipei, Taiwan

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#### Web development trainee | 2022.01 - 2022.06

- Accomplished a frontend multi [project management web application](#). Tech stacks as below:
  - Reactjs for building frontend UI.
  - React Router for handling routing for multiple pages.
  - Integrated third package such as tinyMC as text editor , react-chartjs-2 for data visualization, scrollReveal for landing page animation.
  - Implemented Firststore as a database.
  - Implemented Firebase authentication.
  - GitHub Link: <https://github.com/AndreaFan123/glance>
- Accomplished a full stack travel web application. Tech stacks as below:
  - Built a backend server by using python, Flask.
  - Implemented MySQL as a database to handle orders and other datasets.
  - Built RWD frontend page by using Vanilla JavaScript and CSS.
  - Integrated payment API.
  - GitHub Link: <https://github.com/AndreaFan123/taipei-day-trip-website>

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#### Codapayments: Taipei, Taiwan

*Digital content provider, including Codashop, codacash, xShop; 5-6billion monthly active users*

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#### Senior Marketing | 2020.10 - 2021.12

Build business in Taiwan and Hong Kong from ground up(Taiwan branch started in 2020 Apr), implemented different aspects of marketing, including influencer, social media, content and digital. Collaborated with local payment channels and organized customizable campaigns for gaming or app publishers.

- Achieved significant revenue growth in Taiwan as measured by recording daily, monthly revenue. Achieved 2 million USD revenue in July.
- Accomplished a co-brand campaign and achieved 15% revenue growth as measured by revenue growth rate, by subtracting previous monthly revenue and multiplying 100.
- Established content and social media strategy by collaborating with different FB groups and freelancers, blog pageview grew from 0% to 5% per month.
- Executed social media Esport campaigns, achieved 90% satisfaction as measured by questionnaire.

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#### Elex Wireless Technology: Taipei, Taiwan

*Brands include Clash of Kings, Clash of Queens, Food Fantasy; 2.2 billion monthly active users*

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#### Community Manager | 2019 - 2020. 8

- Managed FB fan page with 3 million fans and established social media and campaigns.
- Organized player gathering, achieved 100% satisfaction, measured by questionnaire.
- Initiated CSR project in 2019 - Protect Taiwan's Leopard Cat with local kindergarten.

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#### Wargaming.Net: Singapore

*Over 20 years' experience in the video game industry; 20 offices; 4,000 employees*

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#### Sales Optimization and team lead TW/HK/CN | 2018.5 - 2019

- Increased 10% revenue by implementing culture-fit in-game customisations and bundles.
- Increased 5 - 10% engagement by leveraging trending topics and memes.
- Organized player gathering, achieved 99% satisfaction, measured by questionnaire.

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**Customer Service Specialist for all products TW/HK/CN | 2017.12 – 2018.5**

- Participated in projects, including CS website revamp, user experience analysis and building knowledge base.
  - Initiated CSR(Donation) for Hualien earthquake in TW 2018 and established implementing CSR initiation for SEA team.
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**Avoni Technology: Riga, Latvia**

*The largest online gaming software supplier in Asia Market*

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**Customer Service Manager | 2016 - 2017**

- Responsible for suggesting methods to improve operations, efficiency and service to both internal and external customers.
  - Identified and implemented customer success strategy and collaborated with other functions to improve customer satisfaction.
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**Ministry of Defense, Taichung, Hsinchu, Yilan, Taiwan**

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**Chief Counselor | 2010 – 2015**

- Negotiated and Communicated with parents and other supervisors. Helped and dealt with law and medical problems. Led and organized carnivals (on the average, 10 sessions a year).
- Coordinated and participated to help disaster victims during the typhoon season, in the meantime, assisted in managing a relocation (administrative support and risk control).
- In charged of several projects, including suicide prevention, promotion appraisal, training application, and enlistment planning.

**ACADEMIC CREDENTIALS****NATIONAL DEFENSE UNIVERSITY POLITICAL WARFARE COLLEGE**

Taipei, Taiwan

**counseling psychology****TAMKANG UNIVERSITY**

Taipei, Taiwan

**Bachelor of Arts (B.A.) of Russian Language and Literature****OTHER**

- Experienced in front-end development, HTML, CSS, JavaScript, Reactjs, MySQL and Firebase.
- Experienced in data visualization tool (Tableau) ; project management tools(jira, trello,) ; knowledge-base tools (confluence); Customer Service tool (Zendesk).
- Experienced in GA, Google Ads, FB Ads, content, influencer and digital marketing.