

Andrea Fan

Taipei, Taiwan

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WORK EXPERIENCE & ACCOMPLISHMENTS

WeHelp Coding Bootcamp: Taipei, Taiwan

Web development trainee | 2021.12 - 2022.6

- Passed fundamental back-end development training, including python, SQL, flask.
 - Passed front-end development training, including HTML, CSS and JavaScript and React.
 - Accomplished a front-end web application called [Glance](#) (Tech stack: React, styled-components, firebase, webpack, babel)
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Codapayments: Taipei, Taiwan

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

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, in 2021, we constantly broke the record by implementing 2 - 4 campaigns per month. In July, we achieved 2 million USD revenue.
 - 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 top-up campaign with local payments, generate 10% of revenue, as measured by partner from payment channel, by leveraging game update with new characters or fresh in-game campaign.
 - Executed social media Esport campaigns, managed to perform 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

Community Manager | 2019 - 2020. 8

Build community throughout different groups of gamers, analyze user behavior and trending topics around the community.

- Organized player gathering and promotion events, we have gained 100% attendance and 100% satisfaction in VIP gathering; reached at least 200-250 new players in the promotion event, 15 media have shared the news and it became focus news within a day.
 - Managed VIP persona and behavior research,
 - Managed FB fan page with 3 million fans and established social media campaigns.
 - 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

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

Sales content editor and researcher, provides insights of players purchasing behavior. As a team leader, I hold daily scrum meetings to make sure the team is on track; evaluate and eliminate possible risks.

- Establishing events (in-game/packages) for the market, we increased 15~20% revenue per month.
- Created contents, videos and memes, we increased 20~30% engagement.
- Organized player gathering in 2018, and we reached 99% satisfaction.
- Initiated CSR projects and I was part of the member built WG Asia CSR regulation.

- Maintain a very good relationship with players, 10% of them have become influencers per year.
- Product Specialist and the team lead, I've established Monthly, Yearly plans and held scrum meetings with the team, we produced a very positive influence.

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

- Project owner of localizing new CS website, user experience analysis and building knowledge base.
 - Initiated CSR(Donation) for Hualien earthquake in TW 2018.
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Avoni Technology: Riga, Latvia

The largest online gaming software supplier in Asia Market

Customer Service Manager | 2016-2017

- Responsible for suggesting methods to improve operations, efficiency and service to both internal and external customers.
 - Provides statistical and performance feedback and coaching on a regular basis to each team member.
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Ministry of Defense, Taichung, Hsinchu, Yilan, Taiwan

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).
- Psychological counseling, and human resources, including suicide prevention, promotion appraisal, training application, and enlistment planning.

ACADEMIC CREDENTIALS

NATIONAL DEFENSE UNIVERSITY POLITICAL WARFARE COLLEGE
counseling psychology

Taipei, Taiwan

TAMKANG UNIVERSITY
Bachelor of Arts (B.A.) of Russian Language and Literature

Taipei, Taiwan

OTHER

- Experienced in front-end development, HTML, CSS, JavaScript, Reactjs, SQL and firebase.
- Experienced in data visualization tools (Tableau) ; tracking tool (jira, trello) ; collaboration tools (confluence); Customer Service tool (Zendesk).
- Experienced in GA, Google Ads, FB Ads, content, influencer, digital marketing.
- A happy learner who is not afraid of challenges, who thinks being fun is another way of learning.