YI-CHEN ZHANG

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EDUCATION

National Chengchi University (Top 2 business school in Taiwan), Taiwan　　**2016.09 – 2020.01**
Bachelor of Business Administration, GPA 3.96/4.3
- Relevant courses：Statistics, Calculus, Management Science, Information Management, Math with Biz Apl.
- Awards : Professor Long-qi Chen Scholarship (only 2 awarded to class)、NCCU Alpha Business Challenge 3rd Prize、1st Prize in NCCU Business Administration Case Competition、2nd Prize in the first step of Startup

Kozminski University (Top 2 business school in Poland), Poland　　**2019.02 – 2020.06**
Exchange Program - Management, GPA 4.4/5
- Relevant courses：Decisions and uncertainty, Management business games, Negotiations

University of Groningen (Top 100 university worldwide), The Netherlands　　**2018.09 – 2019.01**
Exchange Program - Economics and Business, GPA 7/10
- Relevant courses：Behavioural Decision Making, Digital Marketing

PROFESSIONAL EXPERIENCE

Dcard (The biggest anonymous forum in Taiwan), Taipei, Taiwan　　**2021.08 – Present**
Ads Optimizer
- Used SQL to create an ad click dashboard for demographic analysis, predict potential traffic (target audience) to meet customers' expected impressions, and provide retargeting solutions for key accounts to target specific users (people who searched particular words, read a post, commented on a forum, clicked an ad, etc.)
- Wrote a Google Apps Script to automate the daily traffic report weekly, saving my team for 2hrs per week.
- Utilized Python Pandas to classify users' interest tags and analyze outcomes to offer clients better insights.
- Placed ads for key accounts (e.g., Google, Samsung, Estee Lauder) and optimized their ad performances by 200% or more through A/B testing, professional recommendations, and audience targeting.

Efficient International Technology, Taipei, Taiwan　　**2020.08 – 2021.07**
Digital Marketing Specialist
- Created two websites (EIT、MACMIC) from scratch and developed searching and sorting function, RWD, inquiry cart, programmable search engine, and web layout design via HTML, CSS, and JavaScript.
- Founded a MySQL database and connected it through PHP to get customers' inquiries.
- Integrated Google reCaptcha V3 into the inquiry page, leading to a decrease of scam content by 99%.
- Evaluated SEO performance and reported it to my team, including web rankings, organic traffics, domain authority, backlinks, and more by using Semrush and Google Analytics.
- Developed a detailed SEO strategy including content marketing, an establishment of a sitemap, use of structured data, etc, to drive traffic. Compared to 2020, a monthly click rate bounced by 80%, and the exposure rate rose by 85%.
- Tracked users' journeys and improved web contents via A/B testing, increasing a conversion rate by 48%.

Shane Global, Hangzhou, China　　**2018.07 – 2018.08**
Human Resource Intern
- Collected data and revised raw data with Excel to find out which employees need to renew a contract.

ACTIVITIES

Market Researcher of Groningen University Dutch Talent Program	2018.09 – 2019.01
Student Ambassador of Groningen University Study Abroad Fair	2019.11
National Chengchi University Student Ambassador	2017.07 – 2018.06
Activities Director of National Chengchi University Transfer Student Association	2017.01 – 2018.01

SKILLS

Technical Skills：Python、SQL、JavaScript、Tableau、HTML、CSS、PHP、Google Apps Script、R
Graphic & Filming Skills：Adobe Photoshop、Adobe Illustrator、InDesign、Premiere Pro
Language Skills：Mandarin(Native)、English(Fluent)、French(Intermediate, DELF：B1)