YI-CHEN ZHANG

Taipei, Taiwan · +886-978-122-278 · st950314tw@gmail.com · Projects · Github

EDUCATION

National Chengchi University, Taipei, Taiwan   **2016 – 2020**
Bachelor of Business Administration
- Exchange Program : University of Groningen (2018, The Netherlands) & Kozminski University (2019, Poland)
- Awards : Professor Long-qi Chen Scholarship (only 2 awarded to class)、NCCU Alpha Business Challenge Third Prize、First Prize in NCCU Business Administration Case Competition

PROFESSIONAL EXPERIENCE

Dcard, Taipei, Taiwan   **2021 – Present**
Ads Optimizer
- Built a dashboard for ad click analysis by querying the database to analyze peoples' gender, age, location, mobile platform, and interests.
- Writing a Google APP Script to automate the daily traffic report each week, saving 2 hrs per month.
- Using Pandas to classify users' interest tags and analyze outcomes to offer key accounts better insights.
- Predicting the potential traffic(target audience) with SQL to meet customers' expected impressions.
- Providing remarketing solutions for key accounts to target specific users by writing SQL queries such as people who searched particular words, read a post and commented on a forum, etc.
- Place ads for key accounts like Google, Samsung, Lenovo, etc and optimize their ad performances by 200% or more through A/B testing, professional recommendations, and audience targeting.

Efficient International Technology, Taipei, Taiwan   **2020 – 2021**
Digital Marketing Specialist
- Created two websites(EIT、MACMIC) from scratch and developed RWD, searching and sorting function, inquiry cart, web layout design, graphic 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 contents by 99%.
- Evaluated and reported on SEO performance to the team, including web rankings, organic traffics, domain authority, backlinks, and more by using third-party software as well as GA.
- Developed detailed SEO strategy and used data-driven analysis to make recommendations to drive traffic. Compared to the last year, the monthly click rate bounced by 80%, and the exposure rate rose by 85%.
- Tracked users' journeys and improved the web content via A/B Testing, with figures increasing the conversion rate by 48%.

Global Holding Inc, Hangzhou, China   **2018**
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 – 2019
Student Ambassador of Groningen University Study Abroad Fair	2019
National Chengchi University Student Ambassador	2017 – 2018
Activities Director of National Chengchi University Transfer Student Association	2017 – 2018

SKILLS

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