

# YI-CHEN ZHANG

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## 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' genders, ages, locations, mobile platforms, and interests.
- Wrote a Google Apps Script to automate the daily traffic report weekly, saving my team for 2hrs per month.
- Utilized Pandas to classify users' interest tags and analyze outcomes to offer key accounts better insights.
- Predicted the potential traffic(target audience) with SQL to meet customers' expected impressions.
- Provided remarketing solutions for key accounts to target specific users by writing SQL queries such as people who searched particular words, read a post, commented on a forum, clicked an ad, etc.
- Placed ads for key accounts like Google, Samsung, POCO, etc, and optimized 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 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 as well as 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

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

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)