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、Mathematics
- Awards: Professor Long-Qi Chen Scholarship、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 – 2019.06**

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/PROJECTS

Dcard (The biggest anonymous social media in Taiwan), Taipei, Taiwan　　　　**2021.08 – Present**

Senior Ads Optimizer

- Used SQL to create an ad click dashboard on Redash for demographic analysis, predict potential traffic, and target specific users (people who searched particular words, read a post, commented on a forum, clicked an ad, etc.) for key accounts.
- Wrote a Google Apps Script to automate a daily traffic report each week, saving my team for 2hrs per week.
- Utilized Python Pandas to classify users' interest tags and analyzed outcomes to offer clients insights.
- Placed ads for international clients (e.g., Google, Toyota, and SHISEIDO) and improved CTRs of their ads by 200% or more through A/B testing, the provision of consulting services, and precise targeting.

Efficient International Technology, Taipei, Taiwan　　　　**2020.08 – 2021.07**

Digital Marketing Specialist

- Created two websites (EIT、MACMIC) from scratch and developed a searching and sorting function, RWD, an inquiry cart, a programmable search engine, and web layout design through 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 99% decrease in scam messages.
- Evaluated SEO performance and reported it to my team, including web rankings, organic traffic, domain authority, backlinks, and more with Semrush and Google Analytics.
- Developed a detailed SEO strategy, such as content marketing, an establishment of a sitemap, and the use of structured data, increasing the click rate and exposure rate by 80% and 85%.
- Tracked users' journeys and improved web content with A/B testing, boosting the inquiry conversion rate by 45%.

Shane Global, Hangzhou, China　　　　**2018.07 – 2018.08**

Human Resource Intern

- Collected, cleaned, and analyzed data with Excel to find out which employees needed 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	2018.11
National Chengchi University Student Ambassador	2017.09 – 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: Chinese(Native)、English(Fluent)、French(Intermediate, DELF: B1)