

# YI-CHEN ZHANG

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## PROFESSIONAL EXPERIENCE

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### Dcard, Taipei, Taiwan

2021.08 – 2023.08

Dcard is a social networking site and an app with 7+ million members which helps people connect.

Senior Ads Optimizer

- Led a team of 6, built a monitoring dashboard, and set up guidelines, improving the overall CTR by 50%.
- Successfully coordinated with engineers for third-party ad integration, achieving a 13% revenue gain.
- Boosted AD CTRs by over 200% for global clients (e.g., Google, Toyota, L'Oréal, SHISEIDO) by using A/B testing and offering consulting service.

### Efficient International Technology, Taipei, Taiwan

2020.08 – 2021.07

Efficient is a professional power semiconductor supplier with hundreds of leading brand clients.

Digital Marketing Specialist

- Developed a detailed SEO strategy, increasing both the click rate and exposure rate by 80% and 85%.
- Improved web content with A/B testing, which increases inquiry conversion rate by 46%.
- Evaluated SEO performance and reported it to my team with SEMrush, Google Analytics, and Search Console.

## EDUCATION

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### Tilburg University, The Netherlands

2023.09 – Present

Master of Data Science and Society

- Relevant courses: Data Mining, Statistics, Big Data, Data Processing
- First Prize at Day in Data (Van Lanschot Kempen): detect abnormal transactions using unsupervised learning.

### National Chengchi University, Taiwan

2016.09 – 2020.01

Bachelor of Business Administration, Cumulative GPA: 3.96/4.3

- Relevant courses: Statistics, Management Science, Math with Business Application, Information Management
- Exchange program: University of Groningen (2018.09-2019.01) & Kozminski University (2019.02-2019.06)

## PROJECTS

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### [Campaign Monitor Dashboard \(SQL\)](#)

- Created a monitor dashboard, saving my team 2hrs per day and raising revenue from AD network by 12%.

### [AD Click Analysis Dashboard \(SQL\)](#)

- Built a dashboard for demographic, advanced CTR, and creative analysis, helping Sales gain 10% of orders.

### [CPC Analysis Dashboard \(SQL\)](#)

- Monitored CPC performance in terms of campaign, industry, and creative each month for pricing strategy.

### [Outstanding Creative Dashboard \(SQL\)](#)

- Developed a dashboard to find creatives with the best performance, conserving my team 4hrs a week to provide clients with optimization recommendations and screenshots.

### [Classification of interest tags \(Python, Pandas\)](#)

- Utilized Pandas to classify users' tags for interests analysis on reports, saving my team for 3hrs per day.

### [Daily Traffic Report Automation \(Google Apps Script, Spreadsheet\)](#)

- Wrote a Script to automate a daily traffic report, reducing 8-hr routine work per week.

### [LinkedIn Jobs Analysis \(Python, Selenium\)](#)

- Scraped job positions from Western European countries to get an overview of the market for a data analyst.

### [Website Development \(HTML, CSS, JavaScript, MySQL, PHP\)](#)

- Created two websites from scratch with HTML, CSS, and JavaScript, saving our company around 6,000 euros.
- Integrated Google reCAPTCHA V3 into the inquiry page, leading to a 99% decrease in scam messages.
- Founded a MySQL database and connected it through PHP to get customers' inquiries.

## SKILLS

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**Technical Skills:** Python, SQL, R, Tableau, Power BI, HTML, CSS, JavaScript, PHP, Google Apps Script

**Graphic and Filming Skills:** Adobe Photoshop, Adobe Illustrator, InDesign, Premiere Pro

**Language Skills:** Chinese, English, French(B1)