YI-CHEN ZHANG

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PROFESSIONAL EXPERIENCE

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%.
- Created daily campaign reports with Excel, visualized results with graphs, and reported them to a sales team.
- Boosted AD CTRs by over 200% for global clients (e.g., Google, Toyota, L'Oréal, SHISEIDO) by using A/B testing and offering consulting services.
- Supervised two juniors to get on track in a month and optimized their SQL queries for ad-hoc analysis.
- Successfully coordinated with engineers and PMs for third-party ad integration, achieving a 13% revenue gain.

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.
- Performed competitor analysis with Excel for a pricing strategy and reported them to my supervisor monthly.

EDUCATION

Tilburg University, The Netherlands   **2023.09 – Present**

Master of Data Science and Society

- Relevant courses: Data Mining (Python), Statistics (R), Big Data (MapReduce, Spark), Data Processing (Python)
- Third Prize at Machine Learning Challenge: use text data of thesis to predict year with supervised learning.
- 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

Predict year with text data of thesis (Python, Machine Learning) @ Tilburg University

- Carried out vectorizer, missing data imputation, feature engineering, and tuning, leading to MAE 2.4 (3rd prize).

Campaign Monitor Dashboard (SQL) @ Dcard

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

AD Click Analysis Dashboard (SQL) @ Dcard

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

CPC Analysis Dashboard (SQL) @ Dcard

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

Daily Traffic Report Automation (Google Apps Script, Spreadsheet) @ Dcard

- 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) @ Efficient International Technology

- 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 & INTERESTS

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); **Interests**: Learn languages, Board game, Swim, Travel, Make videos