

Chen Wei
Digital Marketing Specialist

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Summary

Performance-driven marketer with 4+ years managing paid social and search campaigns, SEO initiatives, and content strategies for consumer brands.

Core Competencies

- SEM
- Facebook Ads
- SEO
- Google Analytics
- Copywriting

Experience

Digital Marketing Specialist — FreshBites
Mar 2021 – Present

- Managed campaigns with ROAS improvements from 2.1 to 3.8 in 6 months.
- Led content calendar and influencer collaborations.

Marketing Coordinator — GreenGoods
Jan 2018 – Feb 2021

- Executed SEO program that lifted organic traffic 45% YoY.

Education

BA Communication — Fudan University, 2017