付亚鹏 Evan(Ya-Peng)Fu

Ph.D. candidate in Economics

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Latest Update: June 18, 2024

Profile

Innovative Digital Marketing Manager with 5+ years of experience managing online marketing campaigns and leading cross-functional teams. Skilled in developing integrated marketing strategies that drive brand awareness, engagement, and conversions. Regularly exceed performance targets and possess advanced analytical and problem solving skills. Adept at leveraging cutting-edge digital tools and platforms to achieve marketing objectives.

📖 Education

MSc Computer Science *University of Las Vegas*　　　　**Las Vegas, USA** *09/2022 - 06/2023*

- Relevant Courses: Digital Marketing, Time Series Analysis & Forecasting

BSc Computer Science *University of Las Vegas*　　　　**Las Vegas, USA** *09/2018 - 06/2022*

- Relevant Courses: Software and Hardware, Data Visualization, Business Intelligence.

Areas of Expertise

Content Marketing - WordPress - Content Strategy - Search Engine Ranking - Data Analysis - Visualizing with Advanced Charts - Social Media - Email Marketing - User Experience - Digital Strategy - Campaign Management - Lead Generation

Professional Experience

Digital Marketing Strategist, *(Stellar Systems)*　　　　**Beijing, CN** *06/2023 - present*

- Developed strategic plans for campaigns across email, social media, SEO/SEM, and display advertising techniques.
- Developed and implemented digital marketing strategies that generated over $850,000 in revenue in 2023
- Oversee the execution of SEO, SEM, email, social media, and display advertising campaigns, achieving a 12% decrease in cost per acquisition

Digital Account Manager, *(Synapse Solutions)*　　　　**Beijing, CN** *01/2023 - 05/2023*

- Implemented promotional activities such as re-targeting campaigns for e-commerce businesses.
- Monitored the performance of PPC campaigns through Google Adwords.
- Managed and optimized PPC campaigns, resulting in a 5% increase in click-through rates

Online Courses & Certifications

- Introduction to Digital Marketing (Jan. 2023) - [SEMRUSH](#)
- Career Essentials in Digital Marketing by LinkedIn (Aug. 2022) - [LinkedIn](#)

Skills

- **Data Visualization:** Microsoft Power BI, Excel
- **Software:** Project (MSP), Adobe PhotoShop, Audition, Canva

Languages

- **Mandarin Chinese** [Native]
- **English** [CET-4]