

Yen-Po Huang

Hello. I am Zark , a graphic designer and Brand Marketing Specialist whose living in Taiwan. I've spent the last 3 years across the different surfaces of Content Marketing— including user research, UX and visual design, and illustration.

With an explorative and open-minded mindset in product design, with the experience of information design, I develop a strong sense of visual communication while developing digital products.

EDUCATION

Tunghai University

Bachelor in fine art
minor in Industrial Design

TOOLS

DESIGN

Photoshop
Illustrator
Indesign

Prototype

Figma (mainly used)
Sketch
XD

Front End

HTML
CSS
Javascript

EXPERIENCE

17LIVE ——— Content Marketing

May 2021 - Apr 2022 | Taipei

Role and responsibilities:

- Manage the company's blog and social media channels.
- Generate content ideas and marketing strategies to increase audience base, user engagement, and sense of community.
- Stay up to date with content trends and community preferences to establish content goals.
- Analyze web traffic metrics and report community and market feedback to executives in weekly meetings.
- Work cross-functionally with remote colleagues, the product team, and engineers to brainstorm and deliver new products and services to our users.

陸府建設股份有限公司 ——— Content Marketing

Feb 2019 - 2020 Nov | Taichung

Role and responsibilities:

- Develop and implement a social marketing campaign through brand social network, content creation and manage publishing calendar
- Propose new content or campaign that will help generate more followers
- Implement best practices for social networking, reporting and optimization of channels
- Track and report on social media analytics and brand activity
- Art management



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