

Chia Kuan Chin

Product Manager

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Work Experience

Verizon Media (YAHOO! Shopping)

Taipei, Taiwan

Marketing Specialist – Operations Department

08. 2019 - 02. 2021

- Optimized category structure of EC platform which scaled to over 17M visits a month, incorporating user research and usability test findings. Resulted in 22% increase of conversion rate.
- Launched 4+ new features to fulfill user pain points and collaborated with the product team to debug to enhance product quality, increased APP users browsing time on SRP by 30%.
- Maintain PRDs and built search problem documentation, reducing 80% repetitive search-oriented questions on Help Desk every month.
- Developed a process via JavaScript and Google sheet to save operation team 50% of time on daily routine.

Seapowertech

New Taipei, Taiwan

Associate Product Manager – Marketing Department

03. 2018 - 06. 2019

- Established and launched official website from 0 which topped on the 1st page of Google SERP of 5+ competitive keywords first month launched.
- Designed experiments to test hypothesis and analyzed findings from A/B tests to drive product decisions and improve conversion rate and retention rate.
- Increased Facebook fans by 100% and interaction rate by 15,000% without paid advertising by adjusting article type, type of writing and so on, according to questionnaire and interview findings.

Cyberlink

New Taipei, Taiwan

Intern - Marketing Department

07. 2016 - 09. 2016

- Wrote product descriptions to gain campaign exposure and achieve sales targets.

Education

Soochow University

Taipei, Taiwan

Economics

09. 2013 – 01. 2018

Others

- Language : Chinese(Native), English (TOEIC 800)
- Tools : Xmind 、 MindManager 、 Axure 、 Balsamiq 、 Jira
- Skills : User Research, Product Design, Data Analysis, B2B2C, Business Strategy
- Programming : MySQL 、 JavaScript 、 HTML/CSS