

# Chia Kuan Chin

Product Manager

Taipei, Taiwan | (+886) 988-202-864 | ckchin.pm@gmail.com

## 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.
- 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*

- Launched official website which topped on the 1<sup>st</sup> 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 > 15,00 percent w/out paid advertising.

### Cyberlink

*New Taipei, Taiwan*

Intern - Marketing Department

*07. 2016 - 09. 2016*

- Optimized product content to enhance brand awareness, 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