

Samuel Chin

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EDUCATION

Soochow University - Economics

2013.09~2018.01

EMPLOYMENT

YAHOO! – Marketing Operations Specialist

2019.08~Now

- Reconstructed category structure and classify them according to brand stickiness to decide them to be customer-oriented or function-oriented. After half a year, achieving a growth of 21%.
- Collected requirements of site search and found out the real needs. Sorted them and provide lists to the PD department.
- Daily advertisement update and maintenance. Tracked the traffic of each entrance.
- For those keywords which are deduped by Google search engine, rebuilt SEO keywords. About 50% of the keywords were back to the first page of Google.

Seapowertech – Product Marketing

2018.03~2019.06

- Analyzed audience of the fan page and then set the public persona of the curator as a naughty but eager-to-learn boy. Evaluated active sessions and popular article type and adjusted posting times and story style. Facebook fans doubled within four months.
- Formulated strategies for long-tail SEO keywords from zero. Five keywords showed on the first page of Google SERP after five weeks.

Cyberlink – E-commerce Intern

2016.07~2016.09

- Copywriting: Generated website content.

VOLUNTEER EXPERIENCE

- Including rural education, nursing homes, family support centers, and beach cleaning.

OTHERS

Language : Chinese (native), English

Skills : Google Analytics 、 Photoshop 、 HTML 、 CSS 、 JavaScript