YAP CIEN CHEN

Digital Marketing Executive

ABOUT ME

A web design & digital marketing executive that well versed in digital marketing & SEO and proficient with social media marketing programs & WordPress. Enthusiastic about applying a passion for digital marketing.

Phone
010 - 2904003

Email
cienchenyap@gmail.com

Website
yapcienchen.chalbum.com

Area
16, Jalan Aman Perdana 9E/KU5,
Taman Aman Perdana,
41050 Klang, Selangor

SKILLS

- WordPress
- Photoshop
- Illustrator
- HTML 5
- CSS
- SEO
- Google Ads
- FB Ads
- Instagram

LANGUAGES

- English
- Mandarin
- Malay

WORK EXPERIENCE

WEB DEVELOPMENT & DIGITAL MARKETING EXECUTIVE

ARA SEMANGAT ASIA   AUG 2021 - NOW

- Research and implement search engine optimization recommendations
- Client website development & design optimization
- Setup client social media accounts (Page creation, FB Pixels installation, messenger integration)
- Analyze website traffic and generate reports using web analytics tools
- Manage social media platforms (Facebook & Instagram) and drive content creation
- Assist in client proposal preparation & client presentation

WEBSITE DESIGNER & MARKETING

YPC INTERNATIONAL COLLEGE   AUG 2020 - JUL 2021

- Designing and developing college's website
- On-page & off-page SEO optimization (speed optimization, website redirection, keyword research, local SEO)
- Assist in photo shooting & editing
- Analyze website traffic and generate reports using web analytics tools

SEARCH ENGINE MARKETING (SEM) ASSISTANT

IMARKETING DIGITAL MARKETING AGENCY   SEP 2019 - FEB 2020

- Assisting & monitoring 15 client's Google Ads campaigns
- Setup Google web analytics tools & conversion tracking
- Link building, keyword research, & landing page optimisation
- Perform data analysis & provide campaign suggestion to the team

WEBSITE DEVELOPER (PART TIME)

OURANOSART   FEB 2018 - NOV 2018

- E-commerce website design & development
- Product photo shooting & editing
- Upload & manage products (Website, Lazada, Shopee)
- On-page SEO Optimisation (speed optimization, keyword research, solve broken links)

YAP CIEN CHEN

Web Designer

WORK EXPERIENCE

COMPUTER TECHNICIAN

ESSEN COMPUTER SERVICE SDN BHD   NOV 2013 – APR 2014

- Laptop problem analysis, repair & spare part replacement
- Software installation and disk partition

CERTIFICATES

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION

GOOGLE ADS SEARCH CERTIFICATION

GOOGLE ADS DISPLAY CERTIFICATION

GOOGLE ADS MEASUREMENT CERTIFICATION

EDUCATION

BSC (HONS) MULTIMEDIA COMPUTING
LIVERPOOL JOHN MOORE UNIVERSITY
IN UK - CGPA 3.82 (2016 - 2020)

DIPLOMA IN COMPUTER SCIENCE (IT)
UNIVERSITI TEKNOLOGI MALAYSIA
- CGPA 3.29 (2012 - 2014)