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A passionate marketer who believes in sharing and communicating the vision via creating good campaigns.

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WEBSITE › <https://hayets.github.io/hayets/>

EDUCATION

CHANG-CHI UNIVERSITY

2015-2020

B.A. Arabic Language & Culture
Business & Management Program

UNIVERSITY OF LIMERICK

2019

Study Abroad Program

SKILLS

Design

Photoshop Illustrator
Canva Web Design
Microsoft Office

User Research

Google Ads
Google Analytics
Google Console

Programming

HTML CSS
JavaScript

Languages

Mandarin ENGLISH

EXPERIENCE

03,2020 - 06,2021 BREEZE DAILY

WEB DESIGN ASSISTANT / SOCIAL MEDIA PLANNER

- Work with ELLE TW, Yahoo Style, and other online marketplaces to conduct mutual marketing campaigns to enhance the brand awareness of Breeze Daily
- Drive precision marketing ads by examining the audience's interaction to improve media ROI, CTR, and SEO. Bring 250K+ unique readers to the site over 15 months.
- Troubleshooting and create the look of the website. Retouch the images and edit the videos for social media.

12,2018 - 01,2020 CROSSING

CONTENT SPECIALIST (remote)

- Work closely with Crossing editorial board to produce content for cross-platform, and hold the events to engage with the readers offline.
- Interview relevant personalities and cover the story to introduce an Arab musician monthly.

07,2018 - 09,2018 BALI FILM FESTIVAL

MARKETING INTERN

- E-communicate with filmmakers, influencers, and sponsors, successfully reach out to TETO for sponsoring the festival and invite Cinta Laura Kiehl to attend the event.
- Draft the introduction brochure and design promotion posters.

01,2018 - 06, 2018 COSMOPOLITAN

DIGITAL CONTENT INTERN

- Edit the weekly newsletter and report the relevant data (open rate, CTR, bounce rate) to the editorial board.
- Create fashion content for the website and social media.