

hello! I'm Han (Hayet) Dai

EDUCATION

CHENG-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



thank you for your time in reviewing my cv!
you can check out some of my work by
scanning the QR code above!

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EXPERIENCE

Mar, 2020
Jun, 2021

Breeze Daily - Web Design Assistant

An online fashion & lifestyle advocacy platform of Breeze, a department store group.

- Refined Breeze Daily's website (WordPress), adjusted the look and creating features with the demand.
- Recruited the freelance travel and gourmet writers to introduce the place or restaurants and reach out to the other media (ELLE Taiwan, Yahoo Style, UDN Style) for cooperation.
- Predominantly planned the cooperation campaign with other online marketplaces via the design of the CTA buttons, article arrangement, and social media exposure.
- Drove precision campaigns by examining audience interaction to improve media ROI, CTR, and SEO. Successfully brought 250K+ unique readers to the site over 15 months.

Dec, 2018
Jan, 2020

Crossing - Content Specialist

A global opinion and story-sharing platform with over 400 writers from 110 cities around the world.

- Covered an Arab music-related story monthly and interviewed relevant personalities. For example, the curator of Shubbak.
- Assisted in the curation of various content in infographics, videos, or other means for MENA authors. Translated the story of *Humans of Syria* weekly, for instance.
- Worked closely with Crossing editorial board to produce content for cross-platform, and supported in holding the events to engage with the readers offline.

Jul, 2018
Sept, 2018

Bali Film Festival - Marketing Intern

The longest running annual international film festival in Indonesia

- E-communicated with filmmakers, influencers, and sponsors. Successfully reached out to TETO for sponsoring the festival and invited Cinta Laura Kiehl to attend the event.
- Drafted the introduction brochure in English and Mandarin, wrote the posts for the social media daily.

Jan, 2018
Jun, 2018

Cosmopolitan - Editorial Intern

A young women's media brand, with more than 50 international editions. The branch I worked for was in Taiwan.

- Created over 100+ fashion articles for the website and social media. More than 10 pieces of my work were re-shared by other fashion media.
- Edited the weekly newsletter and reported the relevant data (open rate, CTR, bounce rate) to the editorial board.