



Business Management Internship

Traffic Growth & Application
Sep 2022 to Feb 2023, Taipei, Taiwan

Hazel Lin



A leading digital platform in Asia, significantly in Taiwan. It offers a comprehensive ecosystem that includes:

- Messaging
- Payments (LINE PAY)
- Shopping
- Financial services

with a mission to enhance user engagement and provide seamless, integrated digital experiences.

Save money! Earn points!



今日限定！下單送300點
購買商品，領取點數！

300



GUCCI
Gucci 全新流行時尚服務功能登場

1



凱基雙幣哩程卡，換免費機票
新戶任刷一筆先拿300點，完成任務
再享機接或送，海外最高5%

300



星展銀行 eco 永續卡
新戶申辦刷滿額享500點 綁定LINE
Pay 最優15%回饋

500

Latest lifestyle trends



飯店超值餐券 雙11線上開賣
中華日報



漢堡王牛肉堡連吃5天買一送一，超大份量
漢堡55元就有！
WalkerLand 窩客島



參戰雙11搶日韓旅遊商機 旅遊平台祭出流
血價！
錢週刊



雙11尋找「1」人大作戰 燒肉菜品免費送、
麻辣鍋享優惠
Styletc

Traffic growth & CRM optimization

Implementing and increase the converse rate for LINE's official accounts.

購物：

品牌：

夯話題：



Key Responsibilities: Outline your main tasks:

- Developing innovative engagement strategies and enhancing CRM interactions.
- Managing and scheduling content, including observing backend URL clicks for performance adjustments.
- Analyzing data to identify growth opportunities.

來來來！吃飽飯緊來～

▶ 5折我猜你都還沒看過

▶ 用心準備的餞，快來帶走<https://lin.ee/WZFxxEz/crtw>

上午 8:50



AS IS:

LINE 購物

品牌熱搜誌

8 流行 7 日 尚

日本星巴克新品上市搶先看！
季節知名水果一次推出三款！

	P 6%	點我
今日加碼6%! 古銅金復古女神馬克杯 星巴克品牌經典色 超質感熱鋼杯款		
	P 6%	點我
今日加碼6%! 女神LOGO提袋 今年最火手提袋 平價美觀超實用		
	P 8%	點我
今日加碼8%! 北面戶外休閒後背包 多功能收納隔層 運動日常均適用		
	P 5%	點我
今日加碼5%! adidas X Disney聯名 怪獸電力公司 X Stan Smith經典鞋超吸睛		

猜 不喜歡另一半太黏人的星座TOP3

TO BE:

LINE 購物

品牌熱搜誌

文章標題

	P 5%	文字文字
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	P 5%	文字文字
心測軟文>		

Results:

Improved engagement rates or traffic growth stats, if available on official accounts and LINE TODAY NEWS.

Any notable achievements, such as high click-through rates on specific campaigns.

Insights & Reflections:

Share any lessons learned or skills gained, such as strategic content planning and effective CRM adjustments.