



Jiaqiao Lin (Kai)

E-Commerce Intern

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Location: Tilburg, Netherlands

Birthday: April, 1998

Expertise

System Utilization:

- Shopify & Amazon & Walmart Store
- Salesforce, ERP, CMS

Analytic Skills:

- Excel (Vlookup / Pivot table)
- Google Analytics
- Python

Language:

- English, Mandarin, Cantonese

Soft Skills:

- Problem-solving
- Time management
- Adaptability

Education

2024 - Present (2026 Grad)
Msc in Data Science and Society
Tilburg University

2016-2020 Shanghai, China
Bsc in Marketing
Sanda University

Personal

Dog Owner

Nature Lover

Keen Customer!

Professional Experience

2020 - 2023

Lya Vinyl | Shanghai, China

Fulltime to Parttime

E-commerce Specialist

Company Overview : Generating over \$200 million annually; Customers in the US, EU, and UK; Specializing in niche art crafting consumables with high repurchase rates; Top ranking in specific keywords on Amazon marketplace.

- **Product Management (Amazon Marketplace)**
 - **Daily Account Monitoring:** Continuously **monitor account health, sales performance and customer feedback & returns** to ensure optimal seller performance and customer satisfaction, reaching a store rating of 4.9/5.
 - **Listing Optimization:** Ensure that images, keywords, description and detail pages are accurately align with local user preferences, emphasizing high click-through and conversion rates. Implement strategic keyword optimization techniques to achieve an Advertising Cost of Sales (ACOS) within the range of 8% to 15%.
- **Strategic Planning**
 - **Multi-Channel Expansion:** Creating content and optimizing product detail pages to expand our customer reach through diverse channels, including Walmart and D2C Website. **Managing over 100 SKUs, creating instruction page, collection page and customer service page**, this approach visually and structurally strengthened our connection with customers, offering additional channels for information access and feedback provision.
 - **New Product Launches:** Collaborate with the product department to successfully introduce over 20 new SKUs based on market feedback, fostering an effective product matrix.

2022 - 2023

Pet Marvel Ltd. | Shanghai, China

Fulltime

APAC Key Account Manager

Company Overview : A renowned player in domestic pet electronics products industry; The business is backed by promising venture capital. With a remarkable yearly revenue growth exceeding 30%, achieved sales from 0 to \$400 million within 5 years.

- **Marketing Collaboration and Crowdfunding:** Assist and collaborate with clients and marketing teams on crowdfunding projects, **familiar in landing page building, email marketing and paid-advertising campaigns**. Successfully generated over 1 million in sales revenue.
- **Website Management:** Collaborate with third-party service providers to oversee online store setup and management, including proficiency in **understanding basic setup procedures, site structure, and compliance requirements**.
- **Account Management:** Managed key accounts in the Asia-Pacific region, accounted for an expected B2B sales revenue of \$2.5 million. Ensuring adherence to specific order requirements, understanding the production process, testing protocols, Internet of Things (IoT) knowledge and certification procedures related to electronic products.
- **Sales Data Analysis:** Utilized Excel to manage and analyze sales data, producing monthly reports that highlight regional sales performance and customer growth trends.