

# Mark Wu (吳振銘)

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## Summary

I am a digital marketing professional with experience in direct digital marketing strategy. During my professional career of more than 5 years, I've gained valuable experience and advanced knowledge in search engine optimization, driving traffic strategy and social media marketing and analysis. Also, I've managed campaigns from new product launch marketing to after sales service as well as in a team, defining the scope, project plans, and prioritizing work.

I've analyzed and reported to internal clients on marketing campaigns across multiple channels including Display, Search, Affiliates, Social Media, E-mail Marketing, and eCommerce, consolidating data from internal and external sources to support the decision process and optimize the results regarding to gaming monitor, projectors, and bluetooth speaker.

At New Era of digital marketing I never stop learning. It's what drives me to innovate and shapes my passion for ideas. Like Albert Einstein said –  
「Life is like riding a bicycle. To keep your balance you must keep moving.」

## Specialties

### Growth Hacking

Google Analytics  
Google AdWords  
On/Off-Site SEO  
Marketing Automation  
Facebook Conversion Pixel

### eCommerce Related

Magento  
Amazon Vendor Central  
A+ Content  
Bullet Points Optimization  
Amazon Marketing

### Visualization & Pitch

Tableau Desktop  
Powerpoint

## Career

### Digital Marketing & Data Analysis Manager

Dec 2013 - Present

BenQ HQ & BenQ America

#### Responsible for:

- Plan, manage, execute, and analyze the digital campaign and cooperate with external agency

- Design the lead generation process from the beginning of landing page to acquiring customer list in CRM database
- Perform data analysis and competitor analysis to derive actionable insight to inspire internal client marketing and traffic strategies
- Implement SEO tactics including meta data, content optimization, internal link strategy, and site hierarchy to promote organic search
- Analyze advertising effectiveness including Google, Facebook and Amazon via a combination of internal and external measurement tools
- Support, train and oversee regional office members in the completion of keyword research, on-site optimization, customer journey and other related deliverables
- Educate other departments within the company on digital marketing best practices, website setup and Google Analytics
- Integration with Google Analytics, Google AdWords, HubSpot, Moz, Salesforce, SimilarWeb, and MailChimp

**Achievement:**

- Drive traffic and achieve sales goal by 220% for gaming monitor series during 2015 thanks giving
- For BenQ websites compare to 2014, session grows 32.23%, unique user grows 29.96%, pageview grows 55.45%, bounce rate reduces 7.13%
- BenQ projector product microfilm is chosen for the most successful commercial film in 2015 Q1 by YouTube
- Establish the SEO procedure for the Global BenQ corporation
- New product and official websites' search result in first page by using brand keywords and functional keywords search
- Construct the user behavior tracking mechanism from landing page to ecommerce

**Senior Technical Consultant**

Oct 2013 – Nov 2013

Tencent HK

**Responsible for:**

- Be responsible for brand promotion in Hong Kong and Taiwan
- Maintain and promote the WeChat service in Taiwan
- Coordinate the WeChat official account API development with the agency
- Assist client to drive traffic to official account by using emoji stickers
- Daily report to the partner official account status to Tencent HK
- Support the offline campaign and lead generate for client

**Achievement:**

- Assist 3 branding companies to expand their marketing scope through IM and engage 3,000 fans for WeChat

**Social Listening and Analytics Product Manager**

May 2011 – Oct 2013

Institute for Information Industry

**Responsible for:**

- Develop and plan the social listening platform – S.E.R
- Promote and sell the social listening solution to SMB
- Understand partner's business goals and turn the social information to assist their customer to operate the marketing strategy
- Lead and Manage multiple social listening projects and deliver objectives by phases on time
- Transform social insights into social listening reporting and strategic action plans to partner
- Corporate with internal RD and translate the partner's demand into technical terms for understanding
- Deliver training to businesses and individuals, organization and speak at conferences

**Achievement:**

- Reengineer the business process from conventional labor-intensive level to intelligence automation level – iBuzz and XKM
- Assist brand owners to establish social listening solution for issue tracking, brand volume, and trend monitoring – HTC, Sinyi Realty, FETnet, and Yum! Brands
- Build DEPH searching website for feedback the food contamination result. This website brings 1 million unique users within 3 days
- Achieve annual sales goal and several awards in internal and external competitions

**Project Manager**

Jun 2009 – Apr 2011

National Cheng Kung University Hospital

**Responsible for:**

- Invent drag and drop design to enlarge the expandability of the medical history sheet
  - Communicate with power user and construct the user survey for system development
  - Weekly report to sponsor and meet the project schedule
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## ***Awards***

- **Certificate High Distinction –Social Intelligence Analysis Service Platform**  
Institute for Information Industry, February 2013
- **The Best Demo - Social Event Radar: A Context Mining and Event Monitoring Summarization System**  
TAAI, November 2012
- **Technical Achievement Award - Social Event Radar**  
Institute for Information Industry, September 2012
- **Golden Award - DEPH Searching Website**  
Institute for Information Industry, February 2012
- **Silver Award - Social Listening**  
Institute for Information Industry, February 2012
- **Silver Award - Social Marketing**  
Institute for Information Industry, February 2012

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## ***Academic***

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|---|----------------------|
| <b>National Cheng Kung University</b>                               | Sept 2008 – Jun 2010 |
| Master of Engineering, Computer Science                             |                      |
| <b>Providence University</b>  | Sept 2002 – Jun 2006 |
| Bachelor of Management, Computer Science and Information Management |                      |
| <b>Northeastern University</b>                                      | Jul 2004 – Aug 2004  |
| English Language Center - High Intermediate                         |                      |

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## ***Certification***

- **Google Analytics Individual Qualification**  
Google <http://goo.gl/iPMvRd>
- **Google AdWords**  
Google <http://goo.gl/iPMvRd>

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## ***Publications***

- **Exploiting Collective Intelligence for Asynchronous Collaborative Search**  
The 2nd IEEE Global Conference on Consumer Electronics, Japan, October 2013
- **Plasticizer Test Result Query Station: A Food Contamination Detection System**

The International Joint Conference on Natural Language Processing, Japan,  
October 2013

- **A Predicting Model of TV Audience Rating Based on the Facebook**

The IEEE Computer Society on Big Data Processing, United States, September  
2013

- **創新 6S：啟動臺灣服務革命的轉型金鑰**

ISBN: 978-957-581-521-9, pages 144-157, edited by Y.-Y. Yueh, Institute for  
Information Industry, April 2013

- **洞察社群智慧-社群事件雷達觀測平台**

The Conference on Technologies and Applications of Artificial Intelligence,  
Taiwan, November 2012

- **Social Event Radar: A Context Mining and Event Monitoring Summarization  
System**

The Conference on Technologies and Applications of Artificial Intelligence,  
Taiwan, November 2012

- **A Topic Collection and Context Mining System**

The International Conference on Construction and Project Management, Dubai,  
August 2012

- **Social Event Radar: A Bilingual Context Mining and Sentiment Analysis  
Summarization System**

The Association for Computational Linguistics, Korea, July 2012

- **Extracting Opinions from Topic-based Events in the Blogosphere**

IEEE Ninth International Conference on Dependable, Autonomic and Secure  
Computing, Australia, December 2011