Mark Wu (吳振銘)

T: +886-928359370

E: markxxwu@gmail.com

Linkedin: http:// tw.linkedin.com/in/markxwu

| *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 on marketing campaigns across multiple channels (including Display, Search, Affiliates, Comparison Shopping, Social Media, E-mail Marketing, and eCommerce), consolidating data from internal and external sources to support the decision process and optimize the results.

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	eCommerce Operation	Visualization & Pitch
Google Analytics	Magento	Tableau Desktop
Google AdWords	Amazon Vendor Central	Powerpoint
UTM Tracking	A+ Content	
On/off-Site SEO	Bullet Points Optimization	
Moz	Amazon Marketing	
SimilarWeb		
HubSpot inbound Marketing		
Facebook Conversion Pixel		

Career

Digital Marketing & Data Analysis Manager   Dec 2013 - Present

BenQ HQ & BenQ America

Responsible for:

- Define online marketing objectives and designed a traffic driving plan for SEO and social media
- Provide and implement basic and advanced SEO tactics including but not limited to meta data and content optimization, natural link acquisition, internal link strategy, site hierarchy recommendations
- Perform SEO and data analysis to increase site performance through different traffic sources, which will also be used to fuel the content strategy moving forward
- Support, train and oversea 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 SEO best practices, website setup and requirements
- Actively involved in the idea generation and expansion of the company's digital strategy service offers

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

Social Media Analysis Product Manager   May 2011 – Oct 2013

Institute for Information Industry

Responsible for:

- Build DEPH searching website and bring 1 million traffic within 3 days
- Plan and build social media analysis system – S.E.R
- Assist partner to establish social listening solution
- Collect over 5000 analytics sources which include Facebook, Forum, News, Blog and BBS
- Train the partner to maintain the brand reputation and crisis management in social media
- Understand partner's business goals and analyze the social information to assist their customer to operate the marketing strategy
- Co-work RD and translate the partner's demand into RD's language for

understanding

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

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

Academic
National Cheng Kung University   Sept 2008 – Jun 2010

Master of Engineering, Computer Science

Providence University   Sept 2002 – Jun 2006

Bachelor of Management, Computer Science and Information Management

Northeastern University   Jul 2004 – Aug 2004

English Language Center - High Intermediate

Certification   **Google Analytics Individual Qualification**

Google http://goo.gl/iPMvRd

Google AdWords

Google http://goo.gl/iPMvRd

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 201.2
- **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