

James Hsieh

Hsieh Yu-Jie | +886 937 657 668 | syjjj31@gmail.com

Skills

SEO / SEM | Growth Marketing | Content Strategy | B2B Inbound Marketing | Social Media (Meta, LinkedIn, IG) | Digital Advertising | Google Analytics 4 & Search Console | A/B Testing & CRO | Python (Automation, API Pipelines, ETL) | AI Workflow Automation | React / Next.js | WordPress & CMS | Email Marketing & Lead Nurturing | Campaign Planning & Execution

Experience

Senior Marketing Specialist / Jazz Hipster

Jan 2024 – Present

- Led SEO strategy achieving 658% organic search growth and 263% new user increase
- Built inbound marketing engine that attracted tier-1 global brand inquiries across Europe, North America, and the Middle East
- Grew LinkedIn by 135% and built the company's first EDM system from scratch

Marketing Freelance / Self-Employed

Mar 2022 – Present

- Delivered digital campaigns across tech, F&B, and entertainment, consistently exceeding client KPIs through data-driven execution

Growth Marketing / SenseAge

Apr 2023 – Dec 2023

- Achieved 5x revenue growth in new channels and 200% web traffic growth through brand digital transformation

Social Media Marketing Manager/ Spring Tree Technology

Mar 2019 – Dec 2021

- Led social strategies for 10+ major brands including Richart, CTBC Bank, Carrefour, Family Mart, McDonald's, KYMCO, and 17LIVE, consistently delivering top-tier engagement and conversion results

Education

Shih Hsin University / Bachelor's Degree in English

Sep 2013 - Jun 2017

Awards

Outstanding Social Media Management Team of the Year (Gold & Bronze), Brain Communication Awards | Finalist, Best Social Media Marketing, Digital Singularity Awards