

WanYi Lee

Contact Information

(408) 914-0796

wanyilee0805@gmail.com

Education

National Chengchi University

Bachelor of Art

2007-2011/ Taipei, Taiwan

Online Learning

**Computational Thinking for
Problem Solving-**

Coursera

Programming for Everybody-

Coursera

PMP Exam Prep-

Udemy

WORK EXPERIENCES

Project Specialist

Super Micro Computer / 2019-2020

San Jose, CA, US

- Led a large scale project of total 12 products for renewing the 2020 Europe Safety Compliance Regulation. In addition to control product quality and monitor project work, successfully reduced the risk of delaying by negotiating lead time and reschedule the shipment of important parts with the vendor.
- Bi-weekly analyzed the inventory data included customer orders, material preparation and assembly plans, to avoid long lead time, shortages, and coordinated with sales to close out inactive stocks.
- Responsible for 3 product development projects by coordinating across product, engineering, marketing, purchasing and production departments.

Product Planner

FLNET – Foxconn Group / 2017-2019

Taipei, Taiwan

Accountable Product: BANDOTT - Android TV platform built in smart TV setup box which was one of Netflix's partners in Taiwan

- Managed 7 apps including Netflix to gain subscriptions and revenues on our platform. Successfully executed strategies with positive influence on pay rate; for example
 - By shortening the video trial time, a 9% increase is achieved, and
 - By placing the subscribe button at a consumer friendlier spot has brought in an 11% in growth.
- Built a TV app platform within 2 months by coordinating across sales, marketing and product organizations.
- Extended the app platform to feature a reward points mechanism. Not only has this feature stop the issue of usage rate decreasing, it also has boosted the platform usage by 5%.
- Onboarded 4 TV apps (FOX+/ San-Li Television/ Taiwan TV/ myTuner) by delivering pricing strategy, advising UX design, testing operational stability and driving technical support along with the engineering team.

Certification



PMP®

Project Management Professional

Organization

Toastmasters International

Mountain View Toastmasters

Skills

- Project Management
- Data Analysis
- Digital Advertisement
- Problem Solving
- Communication

Sr. Marketing Planner

So-net Entertainment – Sony Group / 2015-2016 Taipei, Taiwan

Accountable: Products: 3 Japanese Mobile Game Apps which all had ranked first on Google Play and App Store in Taiwan and Hong Kong

- Directed 8 marketing projects, led a cross-functional team to integrate online and offline medias which included TV Commercial/ Press Conference/ Digital AD/ Social Media/ Cross-industry alliance.
- Actively analyzed the data of every marketing campaigns (included but not limited Cost Per Install/ Conversion Rate/Engagement Rate/ Daily Active Users/ Average Revenue Per User) to measure the performance. 88% of my projects had above 100% KPI hit rates, none of these was over budget, 28% of these cost less than 90% of total budget.
- Operated Facebook and Google ADs, included writing AD copies, executing A/B testing and adjusting AD bidding prices. Successfully hit the KPI and saved the cost.

Marketing Specialist

Rich Marcom - Digital AD Agency / 2012-2014 Taipei, Taiwan

- Coordinated across product managers, engineers and designers, accountable for planning the structures/ functions/ designs of the localized official website(<https://www.asobo-saga.tw/>) for Japan Saga Tourism Federation.
- Led 9 digital marketing projects, every project was under budget. On top of that, one of these project had 110% of KPI hit rate.

VOLUNTEER EXPERIENCES

Route Marking Volunteer

AIDS/LifeCycle - Cycling event fundraises for HIV/AIDS / 2019

San Francisco, CA, US

- Supported 7 days cycling event as a route marker, helped cyclists recognize the routes.

Educational Promotion Volunteer

Taiwan Tongzhi Hotline Association- LGBTQ non-government

Organization / 2010-2012

Taipei, Taiwan

- Coordinated with school teachers by introducing students LGBTQ+ and gender equity concepts, alone with building up supporting network.
- Supported executive and marketing works for conducting seminars for gay parents.