

Wan-Yi Lee

C O N T A C T

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C E R T I F I C A T I O N



PMP®

Project Management Professional

S K I L L S

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

S U M M A R Y

6 years of Project Management experience, familiar with developing strategies and project plans, allocating budgets and delivering solutions to achieve goals. Cross-disciplinary roles has equipped me with the sensitivity to market and user insight, the capability to integrate opinions from various angles, and comprehensiveness in developing project strategies.

W O R K E X P E R I E N C E S

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.

EDUCATION

National Chengchi University

Bachelor of Art

Majored in Chinese Literature

2007-2011/ Taipei, Taiwan

ORGANIZATION

Toastmasters International

Mountain View Toastmasters

LANGUAGES

English *Fluent*

Mandarin *Native Speaker*

INTERESTS

- Baking
- Cycling
- Hiking
- Skiing

EXPERIENCE CONTINUED

- 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.

Sr. Product Marketing Planner

So-net Entertainment – Sony Group / 2015-2017 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 and monitored Facebook and Google ADs for every promotion, decided the core concepts, wrote AD copies, executed A/B testing and adjusted AD bidding prices. Not only successfully hit the KPI but also lower the AD cost and make it always less than the average of mobile game industry.
- Used facebook fan page as a communication tool, appeased players' anger and turned it into positive engagement, reduced the risk of public relations crisis caused by consistent unstable connection of servers.

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.