

# Yungchen Kao

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## Work Experience

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**Marketing Manager, H2 Inc — Taipei, Taiwan** 9/2017 -Present

- Leading marketing team on app's user acquisition, content strategies, social media & PR.

**Marketing Specialist H2 Inc — Taipei, Taiwan** 7/2016 - 11/2017

- Outperformed company annual user acquisition target by 25%. Oversaw & ran digital advertisements independently across 3+ markets & channels.
- Developed new content strategies with data insight and SEO observation resulting in a 1000% Y.O.Y increase in organic search traffic.
- Established new social media strategy resulting in a 470% increase in referral traffic to company's website.

**Marketing & SEO Specialist TakeTours/GotoBus— Boston, MA** 11/2015 - 5/2016

- Initiated and executed the first SEO audit. Identified top 50 pages with room for improvement and provided suggestions.
- Transformed the company's newsletter to be mobile-friendly resulting in a 10% CTR increase in the first month.
- Optimized product packages and adjusted promotion plans on analyzing sales report. Maintained a 10% Y.O.Y growth rate in monthly sales.

**Zomida Strategy and Development Intern@Harvard Innovation Lab— Boston, MA** 6/2015 - 9/2015

- Developed the startup's business model. Analyzed consumer's purchase behavior and conducted interviews.
- Worked directly with the CEO on the first pilot program. Acquired 83 new paid customers in 2 months.

**Mini 米力 Co-founder — Taipei, Taiwan** 6/2012-5/2016

- Sought for cooperation opportunities with brands. Have made Christmas gift boxes with a men's apparel company and a baker shop, as well as exhibition of products and advertisement's paintings at art exhibition studio.

## Education

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**Emerson College— Boston, MA** Sep 2013-July 2015

M.A in Integrated Marketing Communication

**Tunghai University — Taichung City, Taiwan** Aug 2008-June 2011

B.A in English Literature

## Skills

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### Marketing Analytics

Google Analytics/Google Data Studio/App Annie/SEO

### Design

Adobe Illustrator/Final Cut Pro