

Yimei Chang

Mobile: +886-920-751235

Email: yimeichang1223@gmail.com

LinkedIn: <https://www.linkedin.com/in/yimeichang>

YouTube: <https://www.youtube.com/@yimeichang>

Facebook: <https://www.facebook.com/yimei.chang>

Instagram: <https://www.instagram.com/yimeichang>

Professional Summary

Results-driven **Web Marketing & Digital Strategy Leader** with over 15 years of experience managing global web platforms, driving SEO and analytics strategies, and leading cross-functional teams.

Adept at working in **remote and distributed teams**, leveraging collaboration tools to execute marketing strategies effectively.

Proven expertise in web system development, content marketing, and international project management.

Passionate about driving business growth through digital transformation.

Work Experience

Director, Web System & Marketing

ZyXEL Networks Corporation | 9/2011 – 6/2024 (Remote & Onsite)

- Led a **global web marketing team** of webmasters and developers, managing **30 corporate websites** on Drupal CMS and AWS cloud.
- Collaborated with **international teams** to align digital marketing strategies across regions.
- Developed and executed **SEO strategies**, increasing organic traffic through Google Analytics 4 and Looker Studio.
- Implemented ChatGPT API for **automated content translation**, improving localization efficiency.
- Spearheaded **email marketing campaigns**, driving engagement and improving user retention.
- Managed team resources, budgeting, and vendor relationships.
- **Tools Used:** Google Analytics, Google Search Console, Looker Studio, Drupal CMS, AWS, Slack, Trello, Zoom

APAC Web Marketing Manager

NVIDIA Corporation | 10/2007 – 5/2011

- Led **website production & localization** for China, Japan, Korea, and Taiwan markets.
- Coordinated with **global teams** to align branding, UX, and content across international sites.
- Optimized **web analytics & performance tracking** using Omniture and Google Analytics.
- Managed budgets and vendor resources, ensuring efficiency in digital marketing operations.

Manager, Division Head of Walt Disney Internet Group (WDIG)

The Walt Disney Company (Taiwan) Ltd. | 01/2002 – 08/2007

- Led **Disney Mobile & Disney Online business** development in Taiwan, launching multiple mobile & online initiatives.
- Negotiated licensing deals and launched Disney-branded **mobile handsets** with local providers.
- Developed and executed **synergy marketing campaigns** in collaboration with Disney's business units and partners.
- Increased online traffic by 50% through targeted digital strategies.

Key Achievements

- Successfully managed **remote and hybrid teams**, ensuring seamless collaboration across time zones.
- Implemented **AI-powered content automation**, reducing localization time.
- Drove the increase in website traffic through **SEO and web analytics optimizations**.
- Launched **customer engagement platforms**, enhancing user experience and retention.

Skills & Tools

- **Digital Marketing & Web Strategy:** SEO, Web Analytics, CMS Management, Email Marketing
- **Technical Skills:** HTML, CSS, Drupal CMS, AWS, Google Analytics 4, Looker Studio
- **Collaboration & Remote Work:** Microsoft Teams, Webex, Zoom
- **Leadership & Project Management:** Budgeting, Team Management, Vendor Relations

Education

Pratt Institute, USA

Master's Degree in Communication Design (1996 – 1998)

Chung Yuan Christian University, Taiwan

Bachelor's Degree in Business Administration (1989 – 1993)

Additional Training

- Google Analytics
 - Advanced SEO & Digital Marketing Training
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Languages

- English (Fluent)
- Mandarin (Native)