

## **Yimei Chang**

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## **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.

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## **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.

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## 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.

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## 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

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## **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)

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## **Additional Training**

- Google Analytics
- Advanced SEO & Digital Marketing Training

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## **Languages**

- English (Fluent)
- Mandarin (Native)