

Ian Chen

Chino, CA 91710

(714) 383-2299 jmsic@hotmail.com

Websites: <http://www.orangeeks.net>

Github: <https://github.com/jmsic>

SUMMARY

A progressive web project manager with expertise in information technology that focuses on designing, planning, coordinating, and executing web project to promote growth, maximize profitability and enhance brand image. Key areas of expertise include: Website Design, Elevate User Experience, Information System, Email Marketing, Communication, and Web Development.

- Adobe Suite Photoshop / Illustrator / Premiere
- JavaScript / React / Node.js
- Python
- HTML / CSS
- WordPress / Shopify / Wix
- Project management software – Atlassian
- HubSpot CRM Software
- Bi-lingual in English and Mandarin

PROFESSIONAL EXPERIENCE

TransGlobal Holding Company. 2021 – Present
Web Project Manager

- Lead a group of designer and developer team and oversee multiple web projects across all phases of development.
- Supported development and software quality assurance to ensure optimal progress and product stability for end users.
- Work with marketing team to achieve optimize the website and perform great result on digital campaign.
- Managed resource and capacity planning for projects and determined right system structure for company needs.
- Manage website infrastructure through business-imposed maintenance periods, outages, and corporate network infrastructure upgrades.

TransGlobal Holding Company. 2018 – 2021
Marketing Specialist

- Develop responsive pages and maintain 7 Main websites in a WordPress environment.
- Creating online events plugin that enhance the user's website experience.
- Make recommendations for Website improvements based on findings from site statistics.
- Work with project stakeholders to develop mockups and translate them to HTML/CSS/JavaScript user interfaces.
- Manage digital design projects and work closely with clients to manage expectations, team roles, and the status of projects.

Walong Marketing, Inc. 2013 – 2018
Marketing Specialist

- Customize marketing solutions to address product needs and increase overall brand awareness. (Launched a web campaign for VeWong Product that achieved 2.4 million digital impressions in 2017, which yielded 0.46% CTR that's much higher than industry benchmark of 0.13%.)

- Develop brand landing page from scratch and collect the lead that generate from the google display network.
- Manage end-to-end marketing strategies, from design to execution stage. (Responsible for company annual marketing proposal [\$200k total spend] that includes product demo, marketing materials, web campaign, and product rebate.)
- Develop objectives and deliver presentations to both internal and external customers to align marketing goals.
- Prepared marketing report and provided updates quarterly to management team so management is aware of the status of each campaign.
- Organize conferences, trade shows, and major events that are critical to company's bottom-line to promote brand image. (Successfully operate the large-scale business activities of booth size up to 70' x 10')

FSP Group USA

2011 – 2013

Marketing Specialist

- Developed and maintained design on advertising, marketing, website and media.
- Implemented procedures to maximize brand popularity through multiple web search results.
- Managed sales communications regarding new marketing campaigns.
- Planed and coordinated informational, social, LAN party and trade show events.

Pacific Jeanswear Inc.

2007 – 2011

Graphic Designer

- Developed concepts and designing all center collateral material.
- Collaborated with market department to develop attractive advertising strategies.
- Worked with center staff to generate information and approvals for materials.

EDUCATION

California State University - Fullerton, Fullerton, CA

2006

Bachelor of Fine Art (Concentration: Animation entrainment art)

Mt. San Antonio College, Walnut, CA

2003

Associate degree of Business Administration

CERTIFICATE

The Complete Web Developer in 2020: Zero to Mastery (Udemy)

2020

Complete Python Developer in 2021: Zero to Mastery (Udemy)

2021

The Complete 2021 Web Development Bootcamp (Udemy)

2021