

SHIHCHIEH LI

DIGITAL MARKETING MANAGER

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<https://einesteinke.com/>



OBJECTIVE

An experienced Digital Marketing Manager able to coordinate your company's online advertising and promotion strategies. Intimately familiar with social media and communications resources including Mailchimp, Constant Contact, Facebook, Twitter, Instagram, YouTube, TikTok, and Snapchat, and constantly on the lookout for the next big media outlet. Able to digitally introduce your company to the world and invite interested users to explore your stores or services.

SKILLS

SEO
SEM
Data analysis
Organization
Advertising and marketing
Advertisement plan
Strong written and verbal communication skills

LANGUAGES

Chinese | Native
English | Advanced
German | Intermediate

EXPERIENCE

Digital Marketing Manager Nov 2022 – Present
LCSC Technology Co., Ltd. – Shenzhen

- Specialized in crafting targeted Google Ads and Facebook Ads campaigns that delivered results as a Marketing Manager.
- Leveraged expertise in data analysis and customer insights to optimize campaigns and drive ROI.
- Coordinated cross-functional teams and collaborated with stakeholders to achieve shared marketing objectives.
- Identified opportunities and leveraged them to grow businesses across different industries, including attending trade shows and events.

Digital Marketing Manager Feb 2022 – Oct 2022
Huawei Technologies Co., Ltd. – Shenzhen

- Specialized in using Google, Facebook, and LinkedIn Ads to increase conversions and boost brand awareness.
- Utilized various types of advertising, including display, video, and native ads, to reach target audiences.
- Strategized, planned, and executed successful advertising campaigns that drove results and increased ROI.
- Created compelling ad copy and eye-catching visuals to ensure successful campaigns across various platforms.

Digital Marketing Specialist Oct 2019 – Jan 2022
Youkeshu Technology Co., Ltd. – Shenzhen

- Managed and optimized a Shopify site to increase revenue and traffic.
- Utilized expertise in Facebook and Google advertising to drive traffic and conversions.
- Analyzed campaign performance and made adjustments as needed using Facebook's ad manager tool.
- Aimed to continuously improve site performance and drive revenue growth through effective advertising and optimization strategies.

EDUCATION

German Language and Literature Sep 2015 – Jul 2019
Chongqing College of Mobile Communication – Chongqing, China

CERTIFICATIONS & COURSES

Google Ads Display Advertising Certification
Google Ads for Video Certification
Google Ads Search Advertising Certification