

Momoko (Shu-Chiao) Chen

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SUMMARY

I'm an experienced and goal-driven digital marketer with a strong track record in advertising strategy, account management, and consultative sales. Right now, I'm diving into AI to harness new insights and enhance my marketing approaches. My skills span advertising, SEO, video production, content marketing, social media management, APPs project management, and UX design—all gained through varied experiences across global markets. I pride myself on understanding customer needs, which helps me deliver exceptional service and tailor solutions for digital products.

A few of my core skills are highlighted:

- Digital marketing strategies
- Optimizing websites for SEO/SEM
- Designing and launching e-commerce websites on WordPress & Shopify
- Excelling in consultative sales to understand client needs and provide tailored solutions
- Effective account management to build and maintain client relationships

WORK EXPERIENCE

Pinterest

Dublin, Ireland

SMB Senior Account Manager | UKI MARKET

Oct 2024 – Now

- Collaborated with cross-border businesses and brands on Pinterest to help them achieve their marketing objectives, with a focus on optimizing campaigns for the US and EU markets.
- Mentored juniors and supported team growth.

SMB Senior Account Manager | MENA MARKET

Jun 2024 – Sep 2024

- Collaborated with cross-border businesses and brands on Pinterest to help them achieve their marketing objectives, with a focus on optimizing campaigns for the US and EU markets.
- Mentored juniors and supported team growth.
- Exceeded targets every quarter.
- ☆ Participated in Pinterest's 2024 Makeathon, where our project "Zen Garden" made the top 30 and was added to the Pinterest product roadmap.

SMB Account Manager | EXPORT-APAC, Chinese & MENA Market

Jan 2022 – May 2024

- Collaborated with cross-border businesses and brands on Pinterest to help them achieve their marketing objectives, with a focus on optimizing campaigns for the US and EU markets.
- Exceeded targets in Q3 (100.6%) and Q4(136.5%) 2022, in Q2(129.1%),Q3 (130.5%) & Q4(106.2%) 2023.
- Recognized as a top performer in the Pinterest SMBoost competition, winning awards in...
- ☆2022: Q1 (March winner), Q2 (April & June MVP, May Achiever), Q3 MVP, Q4 (Star & Riser).
- ☆2023: MVP in Q2 (May & June) and April Achiever, Q3, Q4
- ☆ Participated in Pinterest's 2023 Makeathon, where our AI project "Pitch Perfect" made the top 30. This led to the launch of "Pitch Trends" in July 2024, a feature that helps select relevant trends for advertisers and add campaign details.

SMB Partner Manager | Export Market

April 2021 – Dec 2021

- Managed 300+ existing Pinterest Ads partners and prospected advertisers in APAC and China, assisting with campaign launches and optimizations. Focused on the US and EU markets, tracked key metrics, analyzed trends, and communicated with partners to drive success.
- Exceeded targets: Q2 (142.41%), Q3 (133.90%), Q4 (106%).

BYRNES NURSERIES LTD (Hedging.ie)

Dublin, Ireland

Digital Marketing Intern, DCU Practicum Project

Mar 2020 – August 2020

- Worked closely with the PM as a project scrum master to drive a successful digital transformation for a Covid-19-affected client, overseeing agile project management implementation.
- Improved customer experience by developing WordPress site features: recommender system, CRM, E-commerce, chatbot.
- Implemented SEO and content strategies on Hedging.ie's website and Facebook, boosting social media followers by 25%.

IHS Markit Ltd.

Taipei, Taiwan

Marketing Coordinator, APAC Technology, Media and Telecom

May 2018 – June 2019

(IHS Markit, a global leader in information, analytics, and solutions for major industries and markets, specializing in APAC Technology, Media, and Telecom.)

- Managed social media platforms, including WeChat and Xueqiu in China, and LinkedIn in Taiwan.
- Prospected and engaged potential customers on LinkedIn to generate leads and drive sales, and executed email campaigns for the APAC region.
- Assisted with marketing logistics, including preparing materials and conducting research.

W.L. Gore & Associates Ltd. Taiwan Branch*Marketing Assistant, COF Integrated Marketing Communication (4 Months Contract)***Taipei, Taiwan**
*Sept 2017 – Dec 2017**(W.L. Gore & Associates is a leading manufacturer of waterproof, breathable Gore-Tex® fabric.)*

- Led GORE-TEX® social media campaigns with influencers to enhance brand visibility and improved websites for Hong Kong, Taiwan, and Australia to optimize user experience.
- Coordinated sales promotions through data analysis to maximize revenue and fostered brand loyalty through strategic event sponsorships in the outdoor industry.

Cite Media Holding Group*Mobile Apps Product Manager and Editor, Living & Travel Media***Taipei, Taiwan**
*Nov 2011 – Aug 2015**(Cité Media Holding Group is a multinational media and marketing company and is also Taiwan's largest publisher.)***| Apps PM / UX Design |**

- Led the development of award-winning iOS apps and increased the open rate to 450%
- Managed and collaborated with cross-functional teams, including engineering and sales
- Designed UX prototypes and wireframes and worked closely with the UI designer

| Content and Digital Marketing |

- Launched effective social media campaigns to increase app downloads and engagement.
- Enhanced App Store rankings and metadata through thorough research.
- Coordinated cross-promotions to optimize ROI and drive downloads.
- Curated app content and monitored user feedback for improved experience.

Awards & Achievements:**| Film Travel of Taiwan App |**

- 2012 Taipei International Digital Content Awards - Judge Award
- 2012 Innovation Mobile App Contest – The Best App-2nd place

| Night Owl App |

- 2012 Chinese Mobile Applications Awards – High-Quality App Award
- 2015 APP STORE- Home Banner Recommended
- 2014 APP STORE- Featured Project "Party Planning" theme recommendation –
- APP STORE- Featured Project "Apps for After Work" & "On the Town" theme recommendation

Visioncreator Production Co.*Executive Producer, Fun Taiwan Program of Discovery TLC Channel***Taipei, Taiwan**
*Nov 2010 – Nov 2011**("Fun Taiwan" was a three-time nominee for Taiwan's Golden Bell Award for Best Travel Series and was also nominated for Best General Entertainment Program at the 2011 Asian Television Awards.)*

- Produced and edited scripts for the popular Fun Series travel programs, broadcast on Discovery Travel and Living Channel.
- Coordinated and managed all aspects of filming schedules, ensuring timely delivery of high-quality content and staying within budget.

EDUCATION**Professional Academy Diploma in Advanced Artificial Intelligence, UCD Professional Academy, University College Dublin May 2024 - Sep 2024****Designing and Building AI Products and Services Certificate, MIT x PRO Jun 2023 - Jul 2023****MSc in Digital Marketing, Graduated 2020 DCU Business School, Dublin City University Oct 2020****| Project and Clients |**

- Search Engine Optimisation (SEO) for Colloide (Process Engineering Company, North Ireland).
- Digital Marketing Audit for EVO Payments UK. (Banking, UK Market)
- Google Ad Grant campaign for An Taisce. (Environmental Protection Charity, Ireland)
- Marketing Metrics Interview and Report for VoiceTube. (Digital Education, Taiwan)
- Digital Marketing Plan for MoneyCube. (Banking, Ireland)
- Practicum & Thesis- Applied Research for Hedging.ie. (Horticulture & Gardening, Ireland)

B.A., Mass Communication, 2011, CHANG JUNG CHRISTIAN UNIVERSITY Tainan, Taiwan**Licenses & Certifications**

Pinterest SMB Product Certification (Jul 2024) | Pinterest Certified Media Buyer (Jul 2024) | Pinterest Advertising Essentials (Apr 2023) | Google UX Design (Dec 2022)

Accenture Digital Skill: User Experience (Mar 2022) | HubSpot Inbound Marketing Certified (Oct 2020) | Google Analytics Individual Qualification (May 2020) |

Inbound Certification (May 2020) | Google Ads Display Certification (Nov 2019) | Google Ads Search Certification (Nov 2019)

SKILLS**Languages:** English (Toeic 875, IELTS 6), Mandarin(Chinese), Taiwanese**Technical Skills & Analysis Tools:** Microsoft Office, Adobe Photoshop, Illustrator, HubSpot CRM, WordPress, SEO, Social Media, Content Marketing, Google Analytics, Google Ads (Search, Video, Display Certification), Fundamental Tableau Certification, Hubspot Inbound Certification, ChatGPT, Generative AI**VOLUNTEER EXPERIENCE****Marketing Team Assistant, 2009 South Taiwan Film Festival Nov 2009, Taipei, Taiwan****Marketing Team Assistant, UXDX 2019 Oct 2019, Dublin, Ireland**