

Carole Chen

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EXPERIENCE

[HTTP://WWW.CAROLECHEN.COM](http://www.carolechen.com)

BenQ Corporation, Taipei, Taiwan

September 2006 - Present

March 2015 - Present

E-Commerce Manager & Digital Marketing Manager, Digital Marketing Department

- Owned media management

include:

- * BenQ Taiwan official site
- * BenQ Taiwan Facebook fan page
- * WiT Facebook fan page
- * BenQ Taiwan EC shop
- * BenQ Taiwan YouTube channel

- Analytic & SEO

include:

- * Owned media - SEO
- * BenQ Taiwan official site - Google Analytics
- * BenQ Taiwan Facebook fan page - Insights
- * WiT Facebook fan page - Insights
- * BenQ Taiwan EC shop - Google Analytics
- * Campaign - Adwords

- Business: BenQ Taiwan shop rev.

May 2014 - February 2015

Product Manager, Digital Marketing Department

- Led and managed the first e-commerce product in Taiwan from initial product design to deployment (Product name: Qmobi)
- Used the MVP Prototype to build up e-commerce model to accomplish 70% reduction in development costs and shorten development time by 50%
- Led a team of 2 to manage official website and e-commerce product
- Built up the best partnership with all vendors in e-commerce project
- Established e-commerce knowledge and processes for electronic invoices and integrated payment services in the company
- Drew e-commerce UI wireframe and managed product UI flow design

September 2012 - April 2014

Product Manager, Content Development Department - ebooktaiwan Corporation (subsidiary of BenQ)

- Led and managed the ebook platform and iOS apps from initial product design to deployment (search our product in iPad or iPhone app store, developer's name: ebooktaiwan)
- Led a team to rebuild the platform and apps design
- Led a team of 4 include product design, GUI design, content editor, QA, and project management
- Raised daily ebook sales revenue by 15x from the initial launch

- Improved monthly revenue with ebook flash mob marketing campaign
- Drew ebook apps UI wireframe and managed product UI flow design

April 2010 - August 2012

Product Manager, Product Management Department

- Managed end to end software development for QiSS ME from initial product design to deployment
- Maintained social marketing on user engagement and user retention to ensure positive project public image

November 2009 - March 2010

Senior Engineer, Technology Management Department

- Tablet product software UI flow design & drafting (Product name: R100)
- Control ODM's software develop schedule and quality.

September 2006 - October 2009

System Test Engineer, R&D Department

- Function test, usability test, stress test, bug tracking, wrote test plan and test Case. (Platform: Windows Mobile and Android)
- Support PM, sale and customer test. (Went to Roma to support customer testing (about 40 days))

EDUCATION

Chung Yuan University, Taipei, Taiwan
Bachelor of Science in Mathematics

September 2002 - June 2006