



Shirley C.

Hsin-Wei Chang

Taipei, Taiwan

Innovative Digital Marketing Specialist with 4+ years of experience in multimedia production, social media marketing, and SEO content management. Driven effective marketing strategies according to target audience. Skilled in visual media design and creative collaboration. Fluent in Mandarin and English.



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## Work Experience



Teaching Assistant  
GnoKids (株式会社グノキッズ)

June 2020 - Apr 2021

Tokyo, Japan

- Prepared engaging education materials such as designing flashcards, posters, worksheets and editing online interactive teaching videos
- Assisted in teaching classes



Digital Marketing Specialist  
Sumifuku Co. (住福株式会社)

Nov 2018 - present

Tokyo, Japan

### Multimedia Production

- Photographed and edited photo for blog posts
- Shot and edited videos with Youtubers
- Designed and maintained website on WordPress



### Social Media Marketing (FB&IG)

- Content creation according to target audience
- Data analysis on reach and engagement
- Improvement on company brand image

### SEO Content Management on WordPress

- Content writing and SEO improvement
- Mentored and guided content writers, implementing training, modifying article, and offering feedbacks

## Education



Temple University  
Japan Campus

Sep 2018 - Apr 2022

B.A. Communication Studies

## Skills

- Adobe Photoshop, Illustrator, Lightroom, Premiere
- Search Engine Optimization
- Translation (Mandarin, English, Japanese)
- Microsoft Office
- CMS/WordPress
- PHP, CSS, HTML

## Language

- Native Mandarin
- Fluent English and German
- Basic Japanese