Jason Chen

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HIGHLIGHTS

* Solid E-Commerce experience in marketing

• Extensive banking/finance experience

* Experienced in Search Engine Optimization/SEO/SEM
* End to End User Experience
* Proficient in Tableau Omniture, Google Analytics, Optimizely, SEM, Agile, JIRA, A/B Testing
* Foreign Languages: Mandarin Chinese

**PROFESSIONAL EXPERIENCE**

2016 - (Current) GoDaddy.com

**Product Marketing Manager 3**

* Responsible for hundreds of landing page’s revenue.
* Works with the aftermarket, domain, homepage, and international teams on product launches.
* Create high impact traffic SEO pages
* Create new browsing experiences for TLDs

2015 - 2016 InMotion Hosting, Los Angeles, CA

**Marketing Product Manager**

* Develop and lead execution of innovative strategies to achieve business goals.
* Own critical business metrics for customer acquisition, retention, and lifetime value.
* Create marketing plans and collaborate closely with marketing counterparts in eCommerce, Product Management, Direct Marketing, and telesales to drive exceptional business results. Leverage iterative testing to continually improve business results.
* Drive the development of clear positioning and compelling messaging for the product line-up.
* Support annual and quarterly strategy development and goal setting for the business.
* Create high quality content for websites.
* Assist in the development new products and services.

2013 - 2015 Newegg.com**,** City of Industry, CA

**Product Manager / Merchandiser Manager**

* Lead product management efforts on the customer facing components of Product Ads
* Research of micro-trends to identify growth opportunities
* Experienced in working and managing trade shows events
* Driving of the product road map, exploring additional ROI positive placements on neweggbusiness.com
* Developed an online display ad remnant network replacement solution that yields higher CPM
* Created strategies and executed online marketing campaigns across multiple categories and channels
* Managing sets of KPIs and a ROI to vendors
* Executed key campaigns such as Back to Business, Government Events and other holiday programs.
* Created key reports to analyze visits, click through, and other buyer behaviors.
* Managed Tier 1 and Tier 2 vendors, including 3rd party marketplace vendors.
* Margin management, Inventory Management, and sales management.

2012 - 2013 Microsoft – Appen Butler Hill, Redmond, WA **Associate Program Manager / Search Engine Optimization Project for Bing.com**

* Recruited, trained and managed a team of SEO professionals
* Developed and implemented social media strategies for Microsoft Bing.com Project
* Conducted market research for each phrase to identify opportunities for increasing accuracy
* Created other metric tracking reports for business decision making
* Supported team SharePoint site contents and managed of files
* Suggested additional content optimization strategies for client

2010 - 2012 Inception Inc, Redmond, WA

**Project Manager/Analyst**

* Private company with total revenue of 25MM specializing in export of American and Chilean produce to China
* Developed and implemented Standard Operating Procedures (SOP) for various transportation operations across 4 warehousing facilities in China, Chile, California and Washington
* Managed offshore vendor companies procure transaction
* Identified opportunities to improve processes and focused on providing solutions and delivering results
* Worked with legal in the creation and execution of contracts to support strategic partnerships with suppliers.
* Analyzed spending data for potential cost savings opportunities
* Work with Senior finance management team to ensure the vendor spend is within budget

2009 -2010 Northwest Linings & Geo-textiles Inc, Kent, WA

**Procurement / Inventory / Logistics Manager**

* Inventory management for three warehouses – ensured lead times and inventory turn times are kept to suitable levels
* Tracked and managed procurement
* Provided part pricing estimates and conducted Request for Quote/or Request for Proposal
* Scheduled and combined multiple shipments
* Arranged shipping documentation and supervised the scheduling and dispatching of goods along with tracking of goods in transit
* Controlled the departmental budget

2005 -2009 Wells Fargo Bank, Seattle, WA

**Business Development Manager / Business Payroll Specialist / Branch Manager**

* Processed loans and lines from SBA to traditional
* Managed a 2.3 million dollar pipeline while maintaining a 96% customer service rating
* Delivered informational offsite sales presentations to potential clients while strengthening existing client relationships
* Created credit card processing packages
* Tracked monthly sales of 58 business specialists and managers KPI
* Customized payroll plans to fit the needs of individual clients
* Maintained the branch’s daily goals by providing platform banker support
* Provided financial planning for individuals, small business, and non-profit organizations
* Educated and recommended products to clients including checking/savings accounts, life insurance, money market stocks and bonds

2002 - 2005 Nobo & Safety-Touch International, Kaohsiung, Taiwan

**Assistant Exporting Manager**

* Scheduled product shipments from China to various countries
* Created commercial invoices for export shipments
* Provided air and ocean freight quotations as needed
* Ensured the amendments on L/C are met precisely
* Designed OEM packaging for new products
* Located related new manufacture sources for client requested products
* Represented the company as a buyer to attend China Trading Exhibitions in Guangzhou