

林育廷

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Yenting Lin is an experienced cross Asia digital advertising campaign executive.

I have a huge passion to collaborate with people who has ideas worth sharing or the interest to enter advertising industry. With my deep understanding of digital advertising landscape, programmatic buying industry, and the experience with AI, I am ready to offer my payback to this beautiful world that we shared together.

Experience

2014
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Present

Lead of Campaign Operation, Campaign Analyst

Appier www.appier.com

- Leading the campaign team with 10+ members and coordinating cross team function between account team, sales team and R&D team to deliver 1000+ campaigns per month across 10+ Asian countries.
- Pre-sales support of 200+ proposals per year across different verticals in 10+ Asian countries with pricing and performance projection.
- Monitoring overall campaign profitability and achieving business target.

2013

Marketing Intern

FlyingV www.flyingv.cc

- Created Flour Run's content and assisted it to become one of the most crowd-funded case's funding projects in Taiwan.
<http://www.flyingv.cc/project/488>
- Consulted 10+ projects about its funding plan, content, layout design and marketing plan.
- Proposed cooperative plans to potential clients, 3+ succeeded.

2013

Research Analyst Intern

Athena Capital Management

- Provided reports of 30+ public companies in China in 10-20 pages with general introduction and a buy/sell conclusion.

- Attended 20+ conferences calls, preparing detailed notes with insights and conclusions for boss's reference.

2011

Secretary of Treasury

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2012

NTU Student Association ntustudents.org

- Worked with others and share insights as a financial advisor.
- Redesigned financial sheet's layout and bring in members to pass down our legacy.
- Operated financial affairs throughout the association, and provided information for possible users (ex. Budget sheet for student council or fund situation for policy making).

2010

Vice President / Member

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2013

Dalawasau, a book club about Taiwan social issues

- Learned the difference between cultures and the attitudes we must hold to be together.
- Organized or assisted numerous club events, to gain knowledge, share our ideas with others, create impact on the society and bring in new members.

Education

2010

Department of Accounting

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2013

National Taiwan University www.ntu.edu.tw

Capabilities & Skills

Professional

- Digital advertising
- Programmatic buying
- Team leadership
- Cross team coordination
- English speaking & writing

Personal

- Self-motivated
- Detail oriented
- Fast learner
- Work under pressure
- Team player

Achievements

2016

[Minne, App Promotion](#)

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2017

Japan's largest C2C handmade item marketplace

- Leading the team to outperform existing platforms by 150% ROAS
- Increased the number of user acquisition by roughly 400% over the three months campaign, while cost per install (CPI) dropped.

2015

[Estee Lauder, Brand Promotion](#)

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2017

Leading beauty and skincare brand

- Reduced CPL by 63% compared to target
- Increased # of leads by 167% compared to target

2016

[Tokopedia, eCommerce Promotion](#)

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2017

Leading C2C internet companies in SEA

- Increased the total number of transactions month on month by up to 202%
- Per customer transactions also increased up to 27% month on month
- Revenue month on month increased up to 179%

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