

Resume

Trade/SEO full-time



My name is Mo YanFa, English name is Arthurs. I have been working for 10 years, 2 years for international trade marketing manager and 5 years for platform operating & promoting, which helps me to get more comprehensive skills, such as teamwork, team communication, planning schemes, SEO and SMO optimization and video editing. How to describe myself? Be a interesting person and do interesting marketing!

During college, I participated student union and played a important role, I gained some experiences of planning party and some other activities from there, this built me becoming a interesting person.

Then, I would like to introduce my work experiences. Firstly I'm capable of building website based on WORDPRESS and achieve website promoting. Secondly, I have rich experiences in SNS and B2B operating and promoting, such as Facebook and Alibaba. Most importantly, as a operator, I master all details during international trade, which is very vital because I can think about from sales' point of view and know how to communicate with them.

Let me to show something about my hobbies, during my leisure time, I will do some painting or reading and I love sports. I'm a such of person who love life and exploring.

My Careen plan is to help a company to improve their website, rebuilding EDM marketing system,

Refresh marketing materials, optimizing AD promoting solution and build live marketing platform to gain the new chance of market.

Info

Name: Arthurs

Bron: 1994.04.10

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Education

Guangdong teacher college of foreign language and arts

International business

Skills

CET Level 4

WordPress

Computer

Adobe

Python

Accomplishments

2014/04 Customs Competition Award

Hobby



Guitar



sports



Painting

Work Experience

Allpowers Industry Co., Ltd.

Undertook platform promoting, main works include operating of Alibaba, Global Sources, facebook, also I provided fresh resources to sales department for services to clients, such as editing video , designing brochure.

I master foreign trade well and have my own understanding about new foreign trade.

Yonghong Watch Co., Ltd

Position: SEO, main works include operating of Official website and Alibaba. Develop the right network marketing and sales SOP setup.

Current international trade requires teamwork, is not efforts from only 1 person any more, I have a deep understanding of the importance of good atmosphere of team and perfect system for team operating.

2019.09-2021.11

Experience in websites:

1. Experience in 0-1 building a 2B official web: I have practical experience in cooperating with FB&Google to attract traffic and got results.
2. Practical experience in 2C Shopify projects: I have practical experience in vertical sites and got results.

Summary: A project basically focuses on three points. First, what to sell? Second, how to get traffic? Third, how to deliver? I have a lot of experience in polishing a product, attracting traffic, and making the backend delivery

2022.02-2024.10

Enhanced sentence:

- Alibaba: I have top 10 industry operating experience.
 - Made in China Network: I have experience in the electronic product industry.
 - Global Sources Network: I have experience in the new energy industry.
- Summary: With the disappearance of the Internet traffic dividend, I know how to reduce operating costs and improve conversion more effectively.

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