

ANDY CHEN

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EXPERIENCE

SEO Analyst at WebMetro

I am a Search Engine Optimization Analyst at WebMetro. I research, analyze, and execute SEO tactics to increase clients' organic rankings, traffic, and conversion rates.

My responsibilities include:

Keywords

Keyword Research, Analysis and Rank monitoring

Content Optimization

Meta Tag optimization
On Page optimization
Off Page optimization
Content marketing

Site Monitoring

Google Analytics monitoring and analysis
Webmaster Tools monitoring and analysis

Linkbuilding

Linking Strategy
Blogger outreach
Directory Submissions
Article Syndication

Technical SEO

FTP implementation
HTML coding (light)
Canonical tags and server re-directs implementation

Other

Regional and local campaign optimizations
Social media optimization
Competitive research, prospective client analysis

Experience with SEO third party tools such as Xenu, Open Site Explorer, Link Assistant Suite, SEOmoz, Conductor Searchlight

Social Media Manager at CouDoc

January 2012- September 2012

- Create, manage, promote company profiles and updates for over 20 company social media accounts across Facebook, Twitter, Pinterest
- Monitor and manager company social media presence through 3rd party management software such SocialBro, SproutSocial, Hootsuite, Marketmesuite, Ow.ly, Bufferapp.
- Create, build, manage client Facebook pages

Social Media Manager at UM! Brands

December 2011-April 2012

- Create, manage, and promote feeds for Company social media accounts: Facebook, Twitter, Tumblr, Posterous
- Create and maintain relationships with relevant, influential bloggers for product showcases, reviews, relevant linking
- Assist SEO director through relevant back-linking and keyword identification

Jr. Account Manager at S.A. Traut Associates

October 2011-December 2011

- Acquire talent for client through LinkedIn, Twitter
- Research potential candidates with in-depth knowledge of clients criteria

Aliso Viejo, CA

Assistant Manager of Sales and Leasing Department

April 2010-August 2011

Shanghai Kinghill Limited (SuperBrand Mall shopping mall leasing entity)

Shanghai, China

- Organize, collect, and present sales and inventory data with Excel for all 4th floor tenants (39), total average monthly sales are over 1.1MM USD/7.3MM Chinese RMB
- Identify, research, contact and acquire potential tenants. Communicated on mall image, current tenants, tenant responsibilities, and expectations
- Attend key mainland China brand launch events for fashion labels such as Denizen, Ecco, and GAP

Investment Banking Intern

November 2009-April 2010

ProFormance Capital

Santa Ana, CA

- Interview, screen, and manage a team of over 10 interns
- Create and maintain company intranet, calendar, and intern email list-serve

EDUCATION

University of California, Los Angeles Extension

Social Media Marketing

Fall 2011

University of California, Irvine

Spring 2009

BA, International Studies; Minor in Humanities and Law

East China Normal University

Summer 2008

EAP Intensive Language and Culture Program, Shanghai

ACTIVITIES

A3M Bone Marrow Drive

³⁵/₁₇ Positions held: Chief Student Coordinator (2007-2008), Volunteer Donor Recruiter (2004-2008)

³⁵/₁₇ From 2004-2008, the team I led was the top accumulator of donor registrants among all Southern California universities (170+ donors)

Recipient of the Lt. General Frank Petersen, Jr. Award (2005)

³⁵/₁₇ Presented to an individual, group or organization that has consistently shown commitment in support of the National Marrow Donor Program's mission by working within minority communities to promote awareness of the NMDP

SKILLS

Language: English (Native), Japanese (Fluent), Mandarin (Conversational) *Social Media:* Facebook, Twitter, LinkedIn, Klout Score:51

Technology: MS Word, Excel, PowerPoint, Google Sites, GIMP.

Other: PADI Level 2 Scuba License