



# JAYED MIAH

DIGITAL MARKETING MANAGER

## CONTACT INFO

0908-673-518 

[jayed.tw@gmail.com](mailto:jayed.tw@gmail.com) 

Taipei, Taiwan 

[jayedmiah.com](http://jayedmiah.com) 

## ACHIEVEMENTS

3000 Monthly Visits (SEO/SER)

US \$15,000 Monthly Sales

Below 25% COA on PPC Ads

Website Design & Development

## MARKETING SKILLS

Google Adwords / PPC

GTM, Hot Jar & Google Analytics

Content & Email Marketing

Conversion Optimisation

Facebook & Instagram Ads

Customer Flow Optimisation

Branding & Pricing Strategy

Manage Logistics & Inventory

## PERSONAL SKILLS

Analytical/Problem Solver

Motivator/Student Mentor

Positive Can-Do Attitude

Target-Orientated

Easily Adapt to Environment

## LANGUAGES

Native in English

Intermediate Chinese

## PROFESSIONAL PROFILE

A passionate and results-orientated individual who excels during challenges. My wide range of skills in digital marketing and project management enables me to plan, deliver and optimize marketing campaigns for high ROI. With a can-do attitude, I can utilize my technical skills I can integrate analytics and fully utilise behavioural and acquisition data to improve a brand's e-commerce.

## EMPLOYMENT HISTORY

### DIGITAL MARKETING & SALES MANAGER

Shiny Brands Group Co. Ltd, Taiwan / Jan-2018 to Present

- Executing multiple B2B strategies with the use of CRM tools to attract new clients and open new markets for the MIRAE brand.
- Grow Amazon USA B2C sales using digital marketing campaigns, using SEM, Influencers and Social Media as well as Paid Adverts.
- Implementing Google Analytics, reports, and conversion tracking to identify methods and strategies to improve COA, CRO and LTV.

### CUSTOMER ACQUISITION & CONTENT MANAGER

TransBiz Co. Ltd, Taiwan / Dec-2016 to Nov-2017

- Managing professional, technical and account management teams to implement overseas commerce and meet B2C sales targets.
- Managing customer acquisition through the use of brand/persona development, copywriting and digital content creation.
- Utilising analytics to understand customer behaviour, refine customer journey, improve bounce rates and conversions (ROI).

### DIGITAL PROJECT MANAGER

Teradata Applications, UK / Apr-2013 to Nov-2014

- Project scoping, planning, budgeting, and delivering digital projects through the use of in-house cloud-based software and the management of various professional teams using PRINCE/AGILE.

### DATA INTEGRATION EXECUTIVE *in* DIGITAL MARKETING

Smartfocus, UK / Feb-2011 to Mar-2013

### DIGITAL MARKETING EXECUTIVE

Smartfocus, UK / Jun-2008 to Jan-2011

## EDUCATIONAL BACKGROUND

### BSC INFORMATION SYSTEMS *with* BUSINESS MANAGEMENT

University of Westminster, London / 2004-2007 / Grade: 2:1 (Honours)

### BUSINESS STUDIES, INFORMATION TECHNOLOGY & MEDIA STUDIES

Leyton 6th Form College, London / 2002-2004 / Grade >70% Percentile

**MANDARIN** | Chinese Language Division, NTU, Taipei / 2015-2016

**PRINCE2** | Candidate ID: P2R/550129, APMG International, London / 2013