

Yuri Li

Email Address: itshoobastank@gmail.com

Mobile: +81 080-2144-7970

Home Address: Tokyo, Japan

Date of Birth: 1989/11/21

Nationality: Taiwan

SUMMARY

- Editor experience of both magazine and website writer for 6+ years and more
- E-commerce content marketing experience for global Internet service company
- Provide content for overseas travel website
- Social media experience
- Good understanding of how content can translate to various medium
- Have excellent ability to identify best channels and influencers to spread company's and products message
- Basic data analyzing skill
- Have good coordinating, and strong communication skills
- Have great management skills to deal with various problems

WORK EXPERIENCE

Geelee media group Inc. - Tokyo, Japan

March 2019 to Present

Contributing Travel Content Writer

Responsibility

- Creating travel content for feature and advertisement project.
- Translate, edit, and localize a variety of materials from Japanese to Chinese.
- Photo shooting and retouching.

Achievement

- Pageview over 30,000
- Store traffic increase

Yahoo.TW - Taipei, Taiwan

June 2014 to February 2020

Digital Editor/Writer

Responsibility

- Create ecommerce product related content for new and expansion products across a range of categories including: Beauty, Fashion, Home and Travel.
- E-commerce marketing content for both digital and Video.
- Implementing and managing brand's social media.
- Basic social Media Data Analysis.

Achievement

- Pageview 35,458
- Facebook follower reached 74,649
- Sales increase by 5%

Global Daily Co.,LTD. – Tokyo, Japan

August 2017 to February 2019

Onlylady.jp editor in chief

Responsibility

- Manage and oversee content produced for website.
- Translate, edit, and localize a variety of materials from Japanese to Mandarin.
- Creating variety of content for advertisement project including edit and photoshoot.
- Social media editors.
- Developing the content strategy, enforcing content maintenance.
- Work and communicate with sales team.

Achievement

- Pageview 100,000+
- Store traffic increase

- Sales increase by 6%
- Social media exposure has risen

CHING WIN PUBLISHING CO., LTD. – Taipei, Taiwan

August 2017 to February 2019

ViVi Fashion Magazine - Fashion editor

Responsibility

- Fashion, Lifestyle content creation and management including editorial and layout.
- Fashion trends styling.
- Overseeing photography, digital design and artwork to be used in the publication.
- Completing projects on time and budget. Attending fashion shows, product launch for possible inclusion in the magazine.
- Interviewing overseas artists.
- Manage and oversee the content produced for websites.
- Work and communicate with sales team.

Achievement

- The best column of the month
- Sales increase reported from client

EDUCATION

ISI Japanese Language School, Tokyo, Japan

October 2017 to March 2018

Japanese

National Taiwan University of Art, Taipei, Taiwan

September 2008 to June 2012

Major: Department of Painting and Calligraphy Arts

Minor: Department of Radio and Television

SKILL and Qualification

PC Skill: Microsoft Excel, Word, Power Point, Photoshop

LANGUAGE

English: Basic Business level (TOEIC 700)

Japanese: Business level (JLPT N2)

Chinese: Native