



**Stanley  
Lin**

ECOMMERCE EXPERT

in

# Discover

Here's who I am & what I do

中文履歷

Versatile, innovative, professional with high level skills in eCommerce.

Passionate about identifying emerging trends and implementing technologies to create competitive advantages in eCommerce and digital marketing.

E-commerce leader with a demonstrated ability to build, mentor, and motivate high-performing teams to achieve targets.

Experienced in different kinds of projects from conception to execution, fostering cross-functional collaboration, and implementing scalable solutions that drive efficiency and profitability.

## Professional skillset

- e-Commerce business
- Digital marketing
- Sales ability
- Information literacy
- Analysis & Problem Solving
- Leadership

## Languages

- Chinese (native)
- English (proficient)



## SEP 2021 – Present

e-Business Director

**IRIE Internazionale Srl**

Tainan City, Taiwan (Remote)



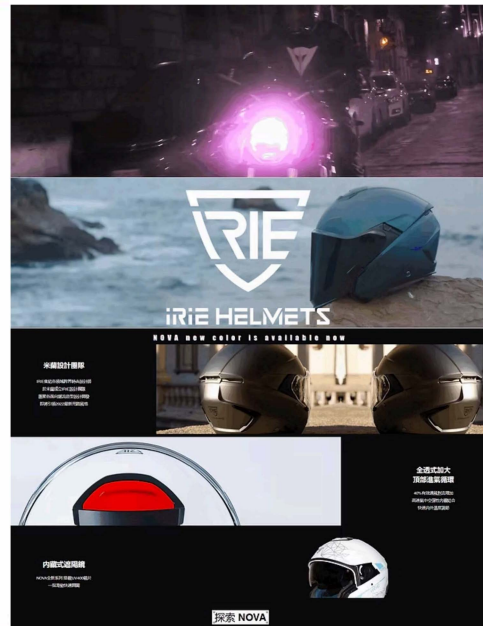
Now I'm working in a motorcycle helmet manufacturing industry, engaged in a new brand e-commerce establishment which including:

- **Brand EC construction**
  - EC environment and competitor analysis
  - EC logistics process set up
  - Online channel expanding (official EC, Shopee Mall, PChome and Pinkoi)
  - Channel balance: Own EC and 3rd party platform strategy planning
  - Be responsible for online sales
  - Performance and cost estimation, execution, review and adjustment
- **Brand marketing and product marketing**
  - Evaluate digital marketing needs based on brand awareness and business situation.
  - Traffic, membership, conversion and other data monitoring, collection and analysis
  - Cost/profit estimation analysis and management
  - Online advertising: Google keywords, shopping ads, IG, FB, LINE, Shopee advertising placement and monitoring
  - Marketing theme and media setting, social network operation, KOL and word-of-mouth
  - Pricing, promotion, event setting
  - EC festival: activity planning and execution
  - Customer service feedback and processing
- **Website planning and design**
  - Dual-language official website design
  - SEO, website mechanism upgrade and improvement/optimization
  - 3rd party EC platform decoration and information readability optimization
  - Material of web content planning
- **Retail sales and exhibition**
  - North Taiwan retail store business development and management
  - Meetings and reviews hosting
  - Inventory monitoring and order estimation
  - Motorcycle exhibition event planning
  - Retail customer CRM
  - Cross-industry collaboration

## Brand Website / Own EC Site

<https://irie-helmets.tw/>

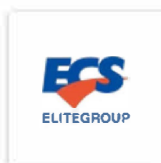
New brand website development: I excel at creating visually appealing and user-friendly websites that effectively represent a brand's identity. My experience includes integrating responsive design, optimizing user experience, and implementing SEO best practices to enhance online visibility. I am adept at collaborating with cross-functional teams to ensure that the website aligns with overall marketing strategies and goals.



## JUL 2020 – AUG 2021

Deputy Manager (E-commerce)  
ECS Elitegroup

Taipei City, Taiwan



ECS was founded in 1987 and had been ranked top1 computer motherboard manufacturer in the world several years ago. The e-commerce team and e-business was established in July 2020, meanwhile I was hired as e-commerce assistant manager. Me and our team were in charge of the online cross-border EC all over world, including world leading platform like Amazon EU, US and other EC site in India, SEA and Latin America.

Be responsible for:

- Making E-commerce development plan and strategy
- Cross-border e-Commerce platform management
- Online Ads/ Social media and other digital marketing operating
- SEO, Web Content, product information optimized
- B2B online sales planning and execution

**AUG 2019 – JUL 2020**

Channel Development Manager  
(E-commerce)

**BIODERMA - NAOS**

Taipei City, Taiwan



BIODERMA had been ranked second among the derma category in France since 1977, and five years ago the Taiwan branch was established. I was hired as first e-commerce manager in group worldwide and assigned to develop the e-com business start from scratch. After EC strategy planning in first 3 months, then we launch the first e-com platform in early 2020 that begin our e-com business. Be responsible for:

- Making E-commerce development plan and strategy
- Budget and expense planning based on P&L management
- Identifying business model- setup and execute channel expansion plan to gaining market share
- Optimize logistic process conducted with customer behavior
- Lead designer to produce the web content for product launch
- Co-work with trade marketing/marketing team to drive excellent trade activation, pricing management, and recommendation
- Business negotiation with e-retailers & distributors
- Monitor market dynamics
- Fully responsible for sales

## Projects: EC 5 years Strategy / Yearly Proposal for Online Channel

### E-Commerce 5 years Strategy

EC expansion planning:

- Strategy
- Priority of marketplace select
- EC channel scope in 5 years
- Sales Estimation

### JBP 2020 Yearly Proposal

Online Channel Collaboration Proposal:

- respect2020 Cooperation P
- Brand/product introduction
- Marketing theme and cooperation
- Innovative cooperation and promotion
- Opening event plan



## JUL 2014 - AUG 2019

Online Business Assistant Manager  
**BIODERMA - NAOS**

Taipei City, Taiwan



LE CREUSET, worldwide famous cookware cooperation with more than 90 years history in France. The local branch in Taiwan established a decade ago, and started the e-commerce business about 5 years ago in 2013.

After one year in 2014 I joined Le Creuset and took over the e-business, also in charge of digital marketing of brand. As the only IT background staff in Taiwan, it also my duty to be the main contact of IT team located in Japan and responded for the system and IT issue. What I mainly responsible for including:

- e-commerce development and strategy establishment
- Online channel and platform development and coordination
- Responsible and drive sales with 20% growth yearly
- Online marketing including social and mobile marketing
- Website development driven by mobile commerce
- Process development for online order, payment and logistics
- IT support-hardware & software consultant, system and operation
- Retail activity support, O2O event

## Project

Performance Review:

- Sales Growth
- Traffic
- Line Marketing
- VIP Program
- Mobile Site Project
- O2O Event
- Social Media Event
- 3rd party EC collaboration



## 2010 – 2014

Manager (partner)

**Appleface**

New Taipei City, Taiwan



Start-up experience :

Co-founder of a local company with a new brand created in 2010, majorly responded for online and retail sales, and all marketing of beauty and bodycare products. In these years, we (3ppl) take care of almost everything including:

- company establishment
- work flow, resource arrangement
- official and EC website establishment
- online and retail sales development
- new brand planning
- partial product development
- product, sales and marketing strategy planning and execution

Some milestones we reached in few years:

- A new brand of cosmetic establishment - EYESWEAR
- Product market spread to all FMCG retail channel like Cosmed, POYA, Wastons
- Official website establishment  
<http://appleface.com.tw>  
<http://eyeswear.appleface.com.tw>
- E-Commerce planning and opening  
<http://www.pcstore.com.tw/appleface>  
<http://eyeswear.mymy.tw/>
- Website PR rank improve to 2
- Facebook fans reached 7,000  
<http://www.facebook.com/Appleface.tw>
- Single product series inbound and export sales reached \$300k
- >20 new products development and on sale

## Brand Website / Own EC Site



Visit Livesite →



Visit Livesite →

## 2008 – 2010

Webmaster

**Reallusion**

New Taipei City, Taiwan

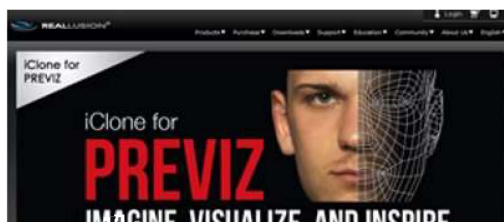


Reallusion is a 3D software company. More than 80 percent of sales were from online. I was worked as a webmaster.

Most of my responsibility was the maintenance of dual-language official website, which includes:

- New mechanism planning of website
- SEO
- Website optimization
- Traffic data analyze
- Online activity planning

## Website Management



Visit Livesite →

## Education

### 2005 – 2008

Master in Information  
Communication

Shih-hsin University

Research about Methodology, Internet user  
behavior and Internet social society.

### 1999 – 2004

Information Management  
Bachelor degree

Learned basic knowledge of  
business, network, programming and  
computer science