

Li Sheng



WEB DESIGNER | SEO SPECIALIST

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1. Objective

I am a freelance website designer and SEO specialist based in Shanghai China. I'd like to provide the professional digital marketing solutions and help clients to achieve the success of long-term growth of overall business in China market. I am flexible on time to work with my clients for either part-time projects or full-time in-house position. I can relocate myself to meet the work place and be happy to work in the way of remote office too. My over ten years company running experiences, office managing and business coordination ability is also a highlight if you compare me with other candidates of developers and technicians. I usually spend 30% time and effort on websites development and 70% on search engine optimization and social media marketing.

2. My Ego Evaluates

Over ten years above international trading, digital marketing and production control experience, I can make use of quality management tool masterly, the better data collection and analysis to draw marketing reports, can help business enterprise establishment or perfect quality a management system, Acquaint with the work, such as, searching engine optimization (SEO) for travel web, designing email blasts and newsletter for site launches and event announcements. My ability to use Word press to develop website can benefit to the SEO as well.

Excellent problem solving and communication skills. Accustomed to long work hours and frequent travel, including ability to communicate in verbal and written English and Chinese. My computer skills include Microsoft Excel, Access, Word and PowerPoint.

Self-starter, good planner and team work spirit, good experience organizing a hundred staff team in Shanghai China. I am a dynamic and outgoing person to make my colleagues laugh.

3. Educational Training

Shanghai Maritime University

Master of Arts (M.A.)

Field Of Study: International Business| Marketing

1994 – 1997

I long recall having been amazed as to how college education permeates every aspect of my life and career. The study of English literature at undergraduate level has taken me to the City of HeFei China in 1991, and in 1994 then back to reading again in Shanghai Maritime University and has served to cultivate my interest in marketing and made me yearn to study this fascinating subject at graduate level, and formally qualify as an instructor in the international high schools and marketing manager of the transnational companies located in Shanghai, Hong Kong and Los Angeles.

4. Career Summary

2018- present - Pioneer Media. LLC.

Freelance Website Designer and SEO Specialist

My daily works include both website development and China SEO :

China social media marketing

Chinese websites localization

Baidu PPC

Chinese keywords research

Custom-made videos in Chinese language

China Video Channel Hosting

WeChat Marketing

China SEO

Chinese website conversation rate analytics

China Web ICP license service

China Weibo Marketing

Chinese content writing

China CDN implementation

Chinese virtual assistants

China DNS optimization

WordPress website designing

Website development and maintenance

More background information at my personal website :

<https://www.mrsheng.work>

2016 to 2017

New England College in Manila

Act as marketing admission manager to recruit international students.

2015 to 2016

Hua Qiao University - International Training Center

Marketing Admission Manager

2014 to 2015

Shanghai International Studies University

English language teacher, Served in the international training center to help the small class of 20 students aged from 14 to 19 yrs old to improve their TOEFL scores and other preparing courses for their continued academic study in the American universities.

2009 to 2014

Shanghai Smart Events Co. Ltd.

Website editor and SEO specialist

Search engine optimize, update and maintain site pages for travel website, using CSS, HTML, title, Meta, keywords, Google and Baidu analytics.

Coordinate with producers and designers for major site changes, editor and translation between English and Chinese. Maintain internal tools for managing site structure, news data and travel photos. Work with third-party providers to ingest and integrate external travel data, and generate content feeds for use on partner web sites. Assist with design efforts for site pages, content archival, photo galleries, video features, mobile WAP site, and third party gadgets. Provide technical support for usability issues and critical site problems, as needed.

2000 to 2009

Heyday Enterprise (HongKong) Ltd.

General Manager| Digital Marketing manager

Acting as OEM supplier of the mainland China, and partly involving in OEM design-in projects, my role is to coordinate OEM/supply chain and internal resources to resolve customer complaints and product related issues, such as, exchanging of technical information, seminars, customer calls or problem solving, providing short term or long term forecast inputs for responsible accounts so that OEM demand can be met, improving the overall product mix and profitability, based on current product platforms and coordinate development efforts with local and Global Technical team for customer developments.

I also attend the exhibitions in Shanghai, Hong Kong, Dubai, Los Angeles and Las Vegas conferences and daily communications to maintain the business relationship, and to establish the customer engagement plan with proven track record of direct sales in a B2B environment.

With the speedy development of ecommerce since 2004, my role is switched to SEM (search engine marketing), focusing on the setup of marketing strategy, to ensure when audiences search for our promotional products, our website and landing pages should appear within the top results. We chose two B2B platforms, Alibaba.com and Globalsources.com. Most time and effort has been spent on the optimization, such as, updating and maintain site pages, using CSS, HTML, title, Meta, keywords, Google Awards, maintaining internal tools for managing site structure, news data and products photos, working with third-party providers to ingest and integrate external data and generate content feeds for use on partner web sites, providing technical support for usability issues and critical site problems, as needed.

During 2005 to 2008, I come and go between Shanghai China and Los Angeles USA to help our American company Seek-art Inc. to recruit new sales reps. and lead a team to improve the wholesale penetration within the region of the Northern America; and achieve superior performance against appropriate KPIs. Exploring and generating local business opportunities to achieve sales targets and customer satisfaction within planned budget. Leading and motivating the sales team to maximize local business opportunities. Cultivating and leveraging customer relationships with Disney, NASA, General Motor, etc.