

Edward Chen

Data & AI Product Lead | AI Automation & MarTech Solutions

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Professional Summary

Data and AI product lead with ~10 years in digital advertising and MarTech. Currently Associate Client Success Director at adGeek, owning the company's data and AI product direction across approximately 140 concurrently served advertising clients, and leading a 3-person data team. Moved deliberately from hands-on media operations into Data, MarTech and AI in 2023, and built an internal AI product line mapped to three stages of the agency workflow — risk monitoring, insight analysis and content production — alongside a company-wide AI adoption program. Core strength is translating frontline advertising expertise into product rules, data logic and measurable operating outcomes.

Core Expertise

- **AI & Automation:** Generative AI, AI-assisted product development, prompt design, ad monitoring and alerting, content generation, insight and reporting automation
- **Machine Learning & Predictive Modeling:** Purchase-propensity prediction, customer value scoring, customer segmentation, CRM/DMP online-offline data integration
- **MarTech & Data:** CRM/DMP activation, GA4, Looker Studio, data insight, actionable recommendations
- **Performance Marketing:** Google Ads, YouTube, Meta Ads, TikTok, LINE Ads, DV360, Criteo, cross-channel strategy, experiment design and performance optimization

Selected Highlights

- Four internal AI products shipped and still in production — risk monitoring, weekly insight, monthly reporting and copy generation — together removing an estimated 7,000+ hours of routine work a year (~3.5 FTE) across a 20-person operations team.
- Released capacity converted into client-serving capacity: 2-3 additional small-to-mid clients per operator (~NT\$200-300K monthly managed spend each), equivalent to NT\$10M+ in additional annual agency service revenue capacity; external copywriting spend down 50-60% (NT\$500K+ a year).
- Ran 10+ internal AI training and adoption sessions in two years, reaching 100+ of ~120 staff, and authored the company's AI application map — moving AI from individual tool use to a department-level way of working.

Professional Experience

adGeek | Taipei, Taiwan

Associate Client Success Director

Senior Client Success Manager

Scope: data and AI product direction and delivery, rather than day-to-day account management.

Mar 2023 – Present

May 2026 – Present

Mar 2023 – Apr 2026

- **Data & AI ownership:** Own the company's data and AI product direction since May 2026, setting product reach, feature scope and launch timelines, confirmed with my manager and then delivered under my accountability; remit covers approximately 140 concurrently served advertising clients. Lead a 3-person data team including hiring and performance management, and secure non-reporting technical resources across departments to build and ship.
- **Ad Monitor — alerting platform:** Product Owner and AI-assisted development lead. Independently built the initial prototype and carried it to production using AI-assisted development, covering spec definition, data integration, functional testing and deployment; led the 14 check rules, technical and launch decisions, and UI/UX design. 12 of the 14 rules were designed at the planning stage directly from my own advertising domain knowledge without external research; the product reached full adoption with almost no formal training, confirming the rules matched frontline practice. Launched Jun 2026, delivering tiered alerts, root-cause explanation and account entry points via web, email and Telegram across 158 Google Ads and 182 Meta Ads accounts, with 266 monitoring states raised in the last 30 days. Against the previous manual cadence — 3+ checks a week for most items, daily for some, each account checked individually — it removes ~5,000 hours of routine checking a year and reduces five-figure NT\$ exposure from unstopped campaigns and rejected creative. Continues to iterate with new checks and usability features.
- **Insight automation (Finding):** Product and business lead for a 3-person team building the weekly-report incubator, converting raw advertising data into client insights organized by channel, marketing objective and campaign. Covers 150+ clients with 30+ users and ~20 sustained adopters, producing 50+ reports per week with ~80% client-ready; cut a global consumer-electronics client's weekly report from 3 hours to 30 minutes, an ~83% reduction. In continuous use since launch.
- **AI copywriting product:** Led a 3-person team to launch an internal AI copywriting product in late 2024, owning the core architecture, most specifications, the precise character-count validation problem and product decisions, contributing

directly to development and building a feedback system to accelerate iteration. Used internally for 100+ clients with 50+ requests per week and 40–50% of output directly usable; ~1.5x output at unchanged headcount, external copywriting spend down 50–60% (NT\$500K+ annually), and rush turnaround for large clients cut from 2–3 working days to 1–1.5. In continuous use since launch.

- **GenAI monthly reporting:** Drove the monthly-report incubator, owning requirements definition, use-case design and the recommended approaches and exploration paths for core technical obstacles, with development executed by the team. The product applies generative AI at the data generation layer, reading data-bearing PowerPoint decks and producing page-by-page analysis and insight that matches each slide's context, automating the most senior-heavy part of campaign wrap-up reporting. Now in production across all client tiers except the largest, halving average wrap-up time and saving ~2 hours of report production per client per month.
- **Data products (Smart Value, AIA):** My data team helps brand clients apply Smart Value, an ML model on CRM and DMP data that estimates each user's purchase potential to target high-potential users (30+ clients). Model development is led by a team member; I own problem definition, application assessment, output format and internal and client communication. As Product Manager, launched AIA (adGeek Insight Audience): 432 activatable industry audience lists (9 industries × 12 behaviours × 4 expansion tiers).
- **Client-facing data and AI work:** CRM BI: Power BI and Tableau business-analysis dashboards on CRM data for a national trade promotion organization and an international beauty group, built by a team member, with me translating the findings into marketing and product-selection recommendations; built an artist-level AI-assisted audience strategy for a global music group, cutting audience discovery time by over 50% while lifting new-audience CTR 15% and reducing cost 20%.
- **Media strategy and problem solving:** Managed up to NT\$4M in monthly ad spend; restructured accounts, ran A/B tests and coordinated across teams to return a national eye-care chain to its lead targets within two months after a sustained shortfall, resolving large-scale fraudulent and duplicate lead issues.
- **AI enablement:** Principal planner and speaker for internal AI adoption, and author of the company's AI application map as its earliest internal proponent and practitioner of applied AI. The company's AI adoption work was featured in Brain (動腦), a leading Taiwanese marketing trade magazine, based on material I supplied. Also mapped MarTech product positioning and use cases into internal product knowledge and onboarding resources.

EFUN Digital Technology | Taipei, Taiwan

Advertising Team Lead

Account Supervisor

Google Ads Account Specialist

Mar 2016 – Feb 2023

Jun 2020 – Feb 2023

Mar 2018 – May 2020

Mar 2016 – Feb 2018

- Grew from a specialist optimization role into team and product ownership, ultimately leading a 10-person advertising team responsible for media strategy, client service quality, talent development and cross-functional MarTech projects.
- Partnered with Google Taiwan's technical team to bring Ads Data Hub into use locally, contributing to commercial use-case design and platform planning.
- Contributed to the MarTech platform AdHero, spanning market insight, account analysis and recommendations, and cross-channel integrated analysis, and co-organized its launch event with Google Taiwan; worked with the engineering team on Reporting API and Campaign Management API applications that replaced manual workflows.
- NT\$300M+ cumulative ad spend across my EFUN years (2016–23); as Google Ads Account Specialist from 2016 to 2018, served 60+ clients with ~NT\$180M in cumulative ad spend across brand, gaming and e-commerce sectors, and across Google Ads, Yahoo, Apple Search Ads and DV360.
- Introduced data-driven creative and rich media formats, enabling the company's first technical partnership with a 4A agency; expanded overseas media work for a global laptop brand, later scaled into integrated service across its global markets.
- Google Premier Partner Award finalist three years running; in 2019 the only Taiwan agency to win, taking the top App Campaign award, with me as optimization lead and entry owner. Led the team to Brand Strategy Star and Performance Star of the Year.

Selected Projects & Thought Leadership

- **GA4 education:** Rebuilt foundation and advanced curricula, delivering one large-format course and two small-group sessions across 6 client companies, and certified 7 internal instructors.
- **Speaking and training:** Appointed digital media instructor for Google Taiwan; corporate training on ads, GA4, data and generative AI for leading retail, health supplement, FMCG and healthcare brands; taught financial professionals at the Securities and Futures Institute (SFI).

Education & Languages

B.S. Electrical Engineering, National Cheng Kung University | Mandarin (native), English (professional working proficiency, TOEIC 910)