

FRANKY LIN

Forrest Hill, North Shore, Auckland

morehappy@gmail.com

0220802283

<https://www.4a.co.nz>

<https://www.youit.cn>

OBJECTIVE

To obtain a part-time position where I can leverage over 20 years of IT and digital marketing experience, strong communication skills in Mandarin, Cantonese, and English, and proven expertise in e-commerce and social media operations. I aim to contribute to the company's long-term success while continuing to grow professionally in problem-solving, communication, and teamwork.

PERSONAL STATEMENT

With over 20 years of experience in IT and digital marketing, I have developed strong expertise in brand promotion, e-commerce operations, and social media strategy across both China and New Zealand. I bring a cross-cultural perspective and hands-on expertise in platforms such as WeChat, Rednote, TikTok, and mainstream e-commerce channels, to deliver practical business value in dynamic environments.

WORK HISTORY

Lingnan International Travel Agency co., Ltd.

Guangzhou, China

Aug 2023 - Present

Vice General Manager

Oversee and manage the company's new media initiatives, including content creation, platform management, and audience engagement, while exploring new opportunities for business growth.

- Brand Building, Social Media Management, E-commerce Operations, Corporate Client Development & Bidding

Shuishan Technology co., Ltd.

Guangzhou, China

Sep 2017 - Nov 2022

Vice General Manager

As co-founder, established a smart water purification service based on the Internet of Things system

- Brand Building, Marketing & Promotion, Customer Service, After-Sales Service

You IT Comanpy Ltd

Guangzhou, China

Nov 2015 - Present

General Manager

Founded and operates the cross-border e-commerce website Yougounz.com to provide Chinese customers with a one-stop direct mail service for New Zealand products. Provide branding and online marketing service to companies. Also providing website service for some NZ companies.

Toeasy NZ LTD

Auckland, China

Nov 2012 - Jun 2015

General Manager

Founded New Zealand Travel Agency and established agency partnerships with multiple local travel agencies to sell travel products to the

Chinese market and provide reception and service for visiting Chinese travel groups.

Toeasy International Travel Company

Guangzhou, China
Aug 2008 - Nov 2015

General Manger

I founded Guangzhou Travel Agency and took the lead in developing a travel management system. I also developed listed company clients and increasing the company's annual turnover from zero to over 10 million.

Xian Digital

Guangzhou, China
Feb 2005 - Nov 2006

Art Director

As a member of the company's founding team, I served as the creative director, led the development of a flash-based electronic magazine system, and continued to produce and publish various types of electronic magazines. Later, the company was acquired by Sina.com.

sina.com

Guangzhou, China
Mar 2002 - Jan 2005

AD Designer

Responsible for the creative interactive design of Sina.com's advertising clients in South China, as well as the design of Sina Guangdong's website content operations.

QUALIFICATIONS

New Zealand Certificate in English Language (Academic) (Level 5)

Auckland, New Zealand
August 2025

Equivalent to an IELTS score of 6.5 or 7.0

Guangdong University of Technology

Guangzhou, China
1997-2001

Bachelor degree

TECHNICAL SKILLS

- Full Car License
- Adobe Illustrator
- Office
- Web Server Linux
- Adobe Photoshop
- Corel Draw
- Php & mysql
- Wordpress, Magento, Opencart

PERSONAL SKILLS

Positive Attitude

Work under pressure

Problem Solving

Strong analytical thinking and creative problem-solving skills

Time Management

Highly organized with the ability to manage multiple tasks

Teamwork

Proven ability to work effectively in diverse team settings

COMMUNITY & VOLUNTEER EXPERIENCE

Chinaswim.com

Guang zhou, China

Mar 1999 - Present

Webmaster

Established and managed the largest swimming forum in China, with over 500,000 registered users.

- Maintain the website, manage the server, and manage the forum, customize official merchandise

ACHIEVEMENTS

Excellent Staff

2005

Excellent staff of sina.com southern China in 2005

Click! Awards

2002

Won Internet Advertising awards in 2002

INTERESTS

- Swimming
- Travel
- Basketball
- Cycling

REFEREES

Referees available upon request.