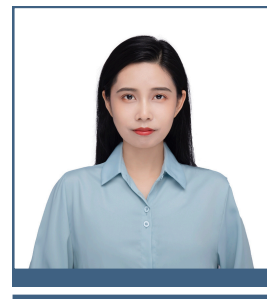


PEIYU WU

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PROFESSIONAL SUMMARY

- 6 years of experience in overseas internet advertising and monetization operations, with solid experience in OEM ecosystems, overseas ad networks, and brand advertising campaigns across Southeast Asian markets.
- Managed 100+ advertiser apps and 10+ brand campaigns, increasing monthly brand advertising spending from USD 200K to USD 500K and helping grow ad network client volume by around 30%.
- Experienced in channel growth, advertising strategy optimization, and traffic monetization, with strong communication, data analysis, and cross-functional collaboration skills.

Work Experience

2024.06 - 2024.10

Youmi Technology

Senior Media Manager

Responsible for traffic channel operations and advertising delivery management to improve campaign performance and profitability.

Channel Growth & Optimization

- Managed 20+ traffic channels and allocated campaigns based on traffic quality and advertiser goals.
- Achieved around 20% monthly growth in channel spending while maintaining overall profit margins above 40%.
- Developed 3 new active traffic channels and improved channel activity and delivery scale.
- Monitored delivery performance and optimized traffic quality through testing and strategy adjustment.
- Responsible for channel reconciliation and payment processes.

2019.12-2023.1

OPPO Mobile

Overseas Client Operations

Responsible for overseas advertiser operations, ad network partnerships, and brand advertising campaigns to improve advertising performance and monetization results.

Client & Commercial Operations

- Managed 100+ advertiser apps and optimized delivery strategies to improve traffic quality and distribution volume.
- Worked with 5+ overseas ad networks and optimized bidding and offer strategies, helping increase partner client volume by around 30%.
- Participated in optimization of the internal ad platform and data dashboard to improve targeting and reporting efficiency.

Brand Advertising Operations

- Developed promotion plans for Southeast Asian markets, including targeting strategy, budget planning, and localized creatives.
- Managed overseas campaigns for 10+ brand advertisers and coordinated media resources for campaign launch.
- Worked with product teams to improve brand advertising functions, including tracking, reporting, and multi-placement support.
- Expanded brand inventory and increased monthly brand spending from USD 200K to USD 500K.

2018.05 - 2019.12

TRANSSION

Operations Specialist

Responsible for app store user growth and monetization-related operations to improve user engagement and revenue performance.

User Growth & Monetization

- Managed user activity, retention, and distribution data analysis.
- Planned user campaigns based on user behavior to improve engagement and retention.
- Supported monetization campaigns and offer promotions to drive revenue growth.
- Assisted product and technical teams in backend optimization.

2017.03 - 2018.04

Cafom Sourcing

Financial Assistant

- Managed international payment flows and resolved order discrepancies for overseas clients.

PROJECT HIGHLIGHTS

Double 11 E-commerce Campaign (Lazada / Shopee)

Responsible for brand advertising campaigns and marketing resource coordination during the Double 11 campaign period.

- Coordinated 3 internal media platforms and 10+ core ad placements.
- Achieved 50% higher spending than expected.
- Helped secure long-term cooperation and budget growth with partners.

IPL (Indian Premier League) Revenue Growth Project

Responsible for traffic growth opportunities and advertiser communication during the IPL season.

- Increased related app revenue by 2-3 times during the event period.
- Contributed to around 30% monthly revenue growth.
- Successfully turned the seasonal project into a stable long-term monetization opportunity.

EDUCATION

- Bachelor in Marketing | 2013.09 - 2017.06