



Richard Chin

Pushing the boundaries of experience & design with code.

With over 15 years experience as a **Marketing Web and Operations Lead**, I help bridge the communication gaps between development, marketing and design to develop elegant, performant experiences to connect with prospects, nurture relationships, reinforce brand image and drive revenue.

Get in touch!

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Website:

richardchin.ca

Skills & Tools

Dev Stack

HTML 5
CSS3 / SCSS
JavaScript
Hugo
Forestry
Bulma
Bootstrap
Github
Gulp
React
Firebase
Kentico
jQuery
Wordpress

MarTech Stack

Salesforce
Pardot
Marketo
Adobe Creative Suite
Adobe Analytics
Google Marketing Platform
Drift
Hubspot
Feedotter
Invoca

Work Experience

Chase Payment Solutions

VP, Marketing Strategy - Merchant Services (Feb 2024 - Present)

- Launched multiple products in the Canadian market, working with cross-functional teams to create web pages and campaigns that boosted traffic and improved conversion rates.
- Grew Canadian brand awareness through an innovative out-of-home campaign, digital content, and targeted articles, resulting in a significant increase in year-over-year traffic and stronger SEO performance (growing volume of Google featured snippets and AI overviews).
- Led a UX research initiative to assess how effectively the website communicated value, encouraged user exploration, and built confidence in the decision-making process.

Sr Associate, Web Operations - Merchant Services (Jul 2022 - Jan 2024)

- Managed the redesign of chase.ca, aligning strategies with key stakeholders while optimizing workflows, and ensuring compliance with brand and accessibility guidelines.
- Integrated Invoca's phone tracking software to enhance lead attribution resulting in an increase in sales conversion efficiency.

Kira Systems

Sr Web Developer (Nov 2017 - Apr 2022)

- Spearheaded the transformation and enablement of Kira's digital marketing arm for high growth and adoption of machine learning in the legal technology industry.
- Collaborated with the marketing and creative teams to define the vision and roadmap with the creation of web and email experiences for audiences ranging from law firms and corporations, to regulatory bodies.
- Led the integration and maintenance of the tech stack, analytics, CRM and marketing technologies.
- Utilized automations, recurring testing and continuous optimization of the digital journey to increase website traffic, boost conversion rates, create new opportunities, nurture leads, and drive revenue.

Jonas Club Software

Marketing Design Lead / Coordinator (Jan 2009 - Jul 2017)

- Responsible for the design, development and management of multiple corporate websites. Utilized Kentico's CMS to create websites that adhered to W3C's accessibility and usability guidelines.
- Tasked with creating and designing magazine advertisements, sales brochures, e-mail promotions, booth displays, user guides, etc.