

Building Systems Not Just Campaigns

Turning practical solutions
into sustainable operating systems.

\$350K+

Email Campaign Revenue

CASE 03 · EMAIL MARKETING

190%

Affiliate Membership Growth

CASE 02 · AFFILIATE PROGRAM

0s

Migration Downtime

CASE 01 · PLATFORM MIGRATION

THE PERSON BEHIND THE SYSTEMS _ Mia Chiu's Portfolio

I **prioritize solving what truly matters** — identifying critical bottlenecks and building outward from the core.

I build scalable systems that don't depend on me to operate — designed to be reused, documented, and extended over time.

I make decisions with long-term impact in mind — prioritizing solutions that compound value rather than temporary fixes.

With a background in design, I bring both systems thinking and execution — I don't just plan, I build.

Key Outcomes

\$350k+

Email Campaign Revenue

Attributed revenue from email marketing

190%

Affiliate Membership Growth

Rebuilt from a dormant program

0s

Migration Downtime

Zero-downtime platform migration

Core Capabilities

Email Marketing & Operations

Mailchimp · Email Campaigns · Audience Segmentation · A/B Testing

Affiliate Program Operations

Program Rebuild · Partner Enablement · SOP Creation

E-commerce & Website Operations

Shopify · Liquid · Platform Migration · Checkout Optimization

Analytics & Tracking

GA4 · Google Tag Manager · Conversion Tracking · Campaign Performance

AI-Assisted Workflows

Multilingual Localization · Content Workflow · AI-assisted Development

From web design to marketing operations — moving from execution to building systems that scale.

2020 – 2025
Senior Web Designer

Next
Marketing Operations Role

Overview

Zero-Downtime Platform Migration Rebuilding Global E-commerce Operations

Led a zero-downtime migration from a legacy WooCommerce infrastructure to Shopify, transforming a fragmented, vendor-dependent system into an internally managed, scalable global e-commerce platform.

Sole project lead — planned, prioritized, and executed the migration end-to-end over 8 months (May–Dec 2024), coordinating cross-functional resources as needed.

E-commerce Migration

End-to-End Ownership

Challenge

Platform Performance & Integration Bottlenecks

Too many third-party integrations caused slow load times, system conflicts, and poor performance during traffic spikes. Data buildup further reduced responsiveness.

Performance

Mobile performance lagged behind industry benchmarks.

Vendor Dependency

Maintenance was fully outsourced, limiting internal control. Every update required vendor coordination, resulting in slow iteration and reduced agility.

Autonomy

Even minor changes took days to weeks, depending on vendor timelines.

Limited Scalability

The platform could not scale independently to support new channels, localization, or payment methods.

Scalability

Limited scalability made expansion into new channels and markets more difficult.

These weren't isolated technical issues — together, they constrained operational velocity and limited the business's ability to scale.

Approach

De-risk first, build internal capability second, then integrate and roll out.

● PHASE 01

01

Migration Strategy & Risk Mitigation

Audited core content architecture and established a tiered migration roadmap.

28+ core pages

Google Sheet

● PHASE 02

02

Internal Enablement & SOPs

Developed standardized Shopify SOPs and internal documentation to ensure operational autonomy.

Shopify Liquid

Internal SOPs & Documentation

03

Payment & Logistics Integration

Integrated and tested BitPay and DHL to ensure core transaction flows remained operational.

Bitpay

DHL

Payments & Logistics

● PHASE 03

04

Tool Evaluation

Evaluated and selected Shopify apps based on feature requirements and cost-effectiveness.

Shopify App

Budget Management

05

Cross-Departmental Collaboration

Led cross-departmental alignment to align migration timelines with business operations.

Slack

Cross-Functional Communication

- ✓ Executed a zero-downtime platform migration with seamless service transition.
- ✓ Improved site performance by resolving legacy database and plugin conflicts.
- ✓ Shifted from agency dependency to in-house maintenance, increasing operational agility.

DOWNTIME

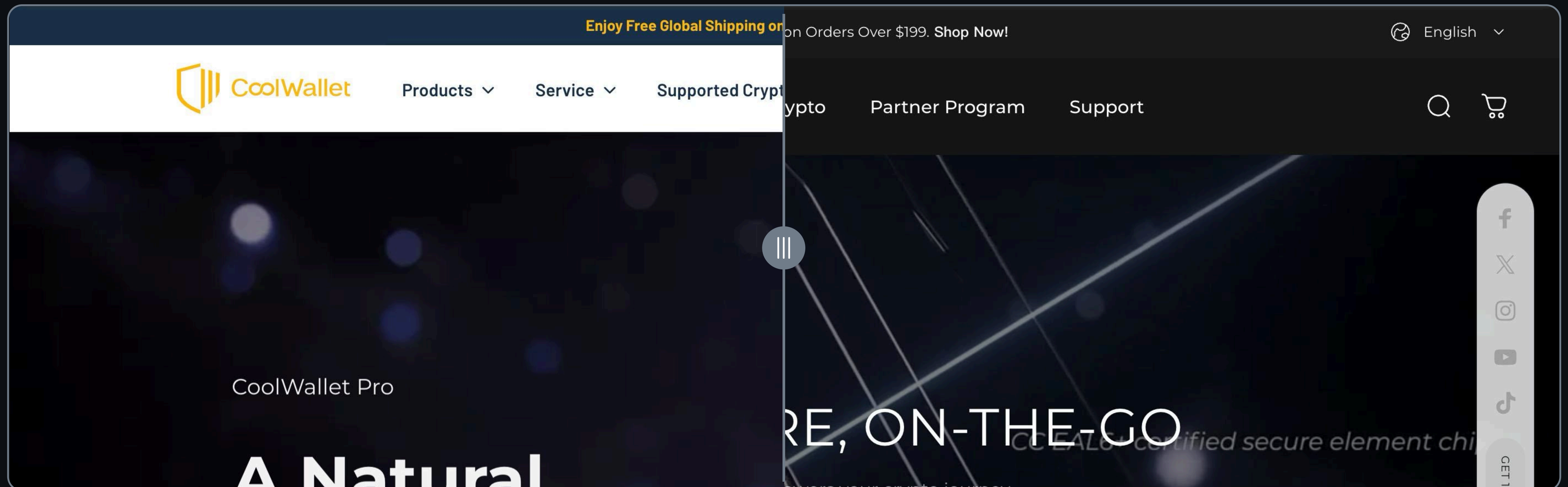
0s

Seamless cutover with
no user-facing
disruption

PROJECT SCALE

1 person

Planned, prioritized &
delivered end-to-end
over 8 months



Impact

CoolWallet

Contact

☒ Email me with news and offers

Delivery

Country/Region

United States

First name

Last name

Company (optional)

Address

Apartment, suite, etc. (optional)

City

State

ZIP code

CoolWallet Pro

CoolWallet Pro

\$4,678.60

Discount code

Apply

Enter a valid discount code

Subtotal

\$4,678.60

Shipping

Enter shipping address

Total

TWD \$4,678.60

Enjoy Free Global Shipping on Orders Over \$199. Shop Now!

Cart¹

Recently viewed

Spend \$ 40.51 USD more to reach free shipping!

CoolWallet Pro

CoolWallet Pro

\$ 149.01 USD

1

Remove

You may also like

CoolWallet Cardholder

\$ 12.99 USD

+

Order note

Shipping

Discount

Tax included. Shipping calculated at checkout.

Subtotal

\$ 149.01 USD

☐ I agree to the [Shipping Policy](#). 我同意運送政策

軽快・ファッションブル・活力あふれる

CoolWallet Go

\$ 69.01 USD

表示価格は米ドルですが、チェックアウト時には台湾ドル (TWD) で請求されます。現地の税金または関税が適用される場合があります。

Options: CoolWallet Go × ブラックコア (2枚セット)

CoolWallet Go × ブラックコア (2枚セット)

< 1 >

カートに追加する

より便利に購入したい方はこちらから各国のAmazonストア

Amazon US

ホーム

メニュー

ショップ

検索

カート¹

Enjoy Free Global Shipping on Orders Over \$199. Shop Now!

Search

bitcoin

Clear

01 Checkout Flow Optimization

Streamlined the Shopify checkout flow with localized address formatting and improved discount code validation to reduce friction.

02 Scalable Global E-commerce Infrastructure

Centralized multi-regional operations through Shopify, supporting localization, currency handling, and global market management.

03 Enhanced Performance & UX

Re-engineered the frontend to improve loading performance, navigation, and responsiveness across devices.

Overview

Rebuilt and Scaled an Affiliate Program to Create Sustainable Commercial Value

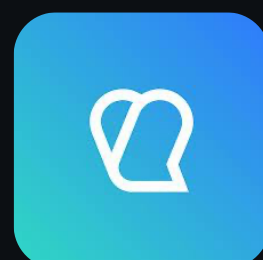
CoolWallet's affiliate program existed but was largely inactive, lacking clear structure, documentation, and a scalable partner management system. As a result, the existing channel was underutilized.

I took full ownership in late 2020 and rebuilt the program from the ground up — restructuring partner recruitment, onboarding, content, and communication workflows. I continued to lead its operations through 2025, with affiliate membership growing 190% by 2024.

Dormant Channel

Incomplete Framework & Processes

Challenge



Affiliate Program

via Tapfiliate

- Tools were in place but lacked active ownership and strategic direction.

External Partner Documentation Missing

Internal SOPs Missing

Partner Recruitment Framework Underdeveloped

01

Partner Recruitment & Retention

Clarified the affiliate program's positioning and optimized the registration flow, recovering a previously lost zero-cost acquisition opportunity.

Discovery gap

02

Lack of Partner Guidance

Inactive partners created a false sense of scale; engagement strategies improved actual reach and participation.

Enablement gap

03

Lack of Internal SOPs

Without clear SOPs, the program lacked effective operational management, leaving this low-cost acquisition channel underutilized.

Operational gap

The tools were already in place —
what was missing was a program
designed to operate sustainably.

Approach

Prioritized compliance, then standardized processes, followed by growth and optimization.

● PHASE 01

Program Foundation & Operational Standardization

Redefined Terms of Use

Optimized Onboarding Flow

Automated Email Sequences

Internal Operating Playbooks

Partner Communication Channels

Audience Segmentation & Integration

Established compliance mechanisms and standardized workflows, transforming the program into a scalable and trusted affiliate ecosystem.

● PHASE 02

Partner Recruitment & Enablement

Public Partner Resource Hub

Creative Asset Production

Lowered the barrier to partner onboarding and product promotion by providing ready-to-use marketing assets.

● PHASE 03

Continuous Optimization & Scaling

Landing Page Optimization

Quarterly Partner Newsletters

Workflow Streamlining

Transitioned from ad-hoc execution to a scalable operational framework for long-term growth.

Reactivated a Dormant Channel to Create Commercial Value

Turned an under-managed program into an affiliate channel generating six-figure revenue year after year.

BEFORE

5-Figures REV.

2-Year Cumulative

AFTER

6-Figures REV.

5 consecutive years • +190% member growth

Program Revenue • 2020–2025 | Primary Lead

01 / Built the Program Foundation

Built the partner recruitment, onboarding, terms, and SOP framework, turning existing tools into a manageable affiliate program.

02 / Established Sustainable Operations

Built promotional assets, quarterly emails, campaign communications, and partner resources to sustain ongoing channel operations.

03 / Integrated Marketing Operations

Connected affiliate, email, landing page, content, and tracking workflows to create an acquisition system built for continuous optimization.

PARTNER PROGRAM

Affiliate Program

Join our Affiliate Program and earn over 10% commission on every successful sale—while offering your community a premium solution to securely manage their crypto, DeFi, and NFT assets.

Unlock Your Affiliate Potential

Promote the leading hardware wallet and bring world-class cold storage security to your community.

Help them manage their crypto assets seamlessly with encrypted Bluetooth and a powerful, feature-rich app—while you earn outstanding commissions along the way!

01 Onboarding

Redesigned core messaging and value propositions to lower the barrier to partner onboarding and improve sign-up conversion.

02 Ongoing Communication

Established a consistent communication cadence across campaign updates, product assets, and partner resources.

03 Independent Operations

Owned program strategy, content, and localization end-to-end, establishing sustainable internal operating processes.

Before You Start

Here are some basic details about the CoolWallet Affiliate program:

- Please share your unique referral link to ensure that your affiliate conversions are correctly tracked.
- You can request for payout once your total reward amount has reached **USD 200**, this progress can be tracked through accessing [your dashboard](#).
- Kindly note that payout will ONLY be made in the cryptocurrency: **USDT (TRC-20)** and you are required to provide an USDT wallet address to receive the payout.

For more details on terms and conditions, please click [here](#).

親愛的聯盟夥伴，
五月真是熱鬧的一個月！您是否參加了我們的【CoolWallet S 買一送一】活動呢？接下來，為了慶祝 **Bitcoin Pizza Day**，CoolWallet 將在5月22日推出特別活動——購買任何 Pro 系列卡片即享九折優惠及免運費！

5月22日 Bitcoin Pizza Day，邀請您加入我們，一起在 Web3 世界中安全暢遊，輕鬆享受披露，共創豐厚收益！讓我們一起讓這一天充滿樂趣和收益！

期待與您共創佳績，
CoolWallet Team

**PIZZA + 9折
= FUN**

開心享用 Pizza，
安心暢遊 Web3 世界

活動時間
5/22, 2024 (GMT+8 / 一日限定)

受惠對象

1. 熱愛 CoolWallet 的用戶，從古至今堅定不移的品牌支持者。
2. 資產仍在中心化交易所的加密貨幣用戶 / 還沒擁有如此方便好用錢包的用戶。
3. 您本人，分享商品推薦連結，即可獲得豐厚獎勵！

為什麼要參加

這次活動中罕見地包括了 CoolWallet Pro 聯名卡，這不僅僅是一次機會，更是提升收益、擴大觀眾群、與 CoolWallet 共同成長的絕佳戰略。向您的粉絲介紹這次限時優惠，讓他們也能享受到特別折扣的好處。此外，每一筆成功的交易都能為您帶來豐厚的佣金。把握這個機會，為您的平台注入活力，取得卓越的成果！

如何參與

About Affiliate Program

- Introduction

關於聯盟行銷計畫

基本介紹
常見問題
聯絡資訊

關於產品使用問題

幫助中心
聯絡我們
服務時間

Overview

Solo-Managed Email System that Generated **\$350K+ in Attributed Revenue**

CoolWallet's email marketing operated on Mailchimp, primarily through weekly newsletters. However, the system lacked structured maintenance and optimization, with existing automation workflows underutilized and limited audience segmentation and campaign diversity.

From 2020–2025, I independently managed and continuously optimized the email system, gradually establishing automation workflows, audience segmentation, and tracking mechanisms.

This transformed email from a campaign-based channel into a sustainable marketing system that drove revenue.

Email Marketing

Marketing Operations

Challenge



The user journey spanned four key stages, yet email only covered one — **leaving three critical gaps where engagement and conversion opportunities were continually lost.**

— CASE 03 - Solo-Managed Email System that Generated \$350K+ in Attributed Revenue

Approach

Prioritized high-impact system issues first

— fixing critical automation gaps before progressively expanding segmentation, content, and operational capabilities into a sustainable email marketing system.

System Audit & Workflow Recovery

ACT 01

Restored a failed Welcome Automation within two hours by resolving the critical system issue and recovering the existing automation workflow.

~2H

Repair Time

Starting point for long-term revenue impact

System Scaling

ACT 02

Advanced Audience Segmentation

Segmented customers, subscribers, and affiliates to establish differentiated communication logic.

Multilingual Content Production

Independently managed copywriting, design, and localization across English, Chinese, and Japanese, from content creation through campaign delivery.

Content System Expansion

Built a modular template library to support promotions, product updates, and other content needs.

Internal Operations Guide

Standardized internal documentation to reduce learning costs and improve email operational stability.

Impact

Long-term Impact of Optimization

Rebuilt the email marketing system, generating \$350K+ in attributed revenue.

Transformed Email from a one-off campaign channel into a sustainable, revenue-driving marketing system through workflow restructuring, audience segmentation, and content optimization.

\$350K+

Email Campaign Rev.

2020–2025 | Employment Period

System Extension Results

\$1M+

Welcome Letter Attributed Revenue

Sustained attributed revenue growth after restoring the failed workflow.

24%

Average Open Rate

Maintained stable email engagement through audience segmentation and content optimization.

Email Marketing

Evolved from a newsletter-based model into a broader email marketing system spanning automation, audience segmentation, product updates, and campaigns.

CoolQuarter Highlights

Dear Affiliate Partners,

Even with crypto challenges in 2023, we're sticking by your side. This newsletter will fill you in on what's new and what's coming up. Trust that our products and plans will bring more value to your work. Thanks for your trust—let's keep moving forward together!

UPCOMING EVENT



As the blockchain and crypto market boom, CoolWallet is stepping up the game with our high-security 'Cold Wallet'. We're launching a Asset Protection Showdown, and we want you and your crypto buddies to join the ride! The top 7 global scorers not only can win **USDT prizes**, but the top 3 will get one **customize wallet**. Be part of the action and let's secure those assets!

Event Period 22 Sep, 2023 0:00 ~ 2 Oct, 2023 23:59 (GMT+8)

Event Procedures

Join the CoolWallet Affiliate Program and start sharing your link across social media, fan pages, or other channels. Each CoolWallet purchase made through your link—no returns allowed—counts as valid points. Score more points for each order and climb the ranks!

Event Rewards

- 1. Top 7 winners share a prize pool worth at least **\$10,000!**
- 2. Top 3 also get customize wallet.

*Note: During this event, the original commissions for the top 7 winners won't apply, as they'll receive event rewards.

[Dive into the event details!](#)

The best staking cold wallet

Customize Your Gas Fee

We're fully embracing open-source to bring unprecedented transparency and potential to the entire crypto ecosystem.

Key Highlights

- **SDK Code:** Easily integrate with software wallets and applications.
- **SE Chip Code:** Open for community review and verification.

Our Commitment to *Developers, Projects, and Users*

- | | | |
|---------------------------------|--|---|
| 1. Completely transparent code. | 2. Freedom to develop custom applications. | 3. Secure and reliable transaction signing. |
|---------------------------------|--|---|

Why Should You Care?

For the Code Wizards

Unleash your creativity. No more roadblocks. Build the next big thing in crypto, your way.

For the Hot Wallet Gurus

Level up your game. Offer your users the Fort Knox of crypto security, without the hassle.

For the Blockchain Visionaries

Finally, hardware you can trust. Get your project the rock-solid support it deserves.

For the Crypto Enthusiast

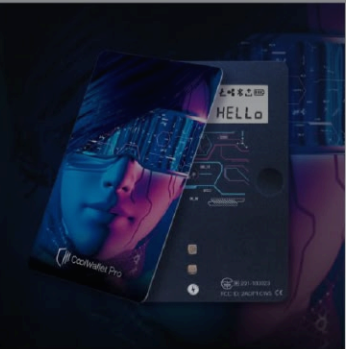
Sleep easy. Your digital assets are now an open book (but only to you, of course).

揭幕非凡之作： 限量版藝術家聯名 CoolWallet

我們很榮幸與國際知名藝術家 Neontenic, Senbenito 和 Sergi Tugas 共同策劃，為您帶來獨家設計系列！以別具風格的方式探索 Web3。

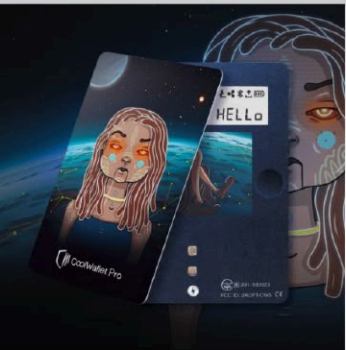
當創意與安全相會時，驚人的協同效應產生。在保衛數位資產的同時也展現您的藝術品味，讓您安全無憂。

關於藝術家



Neontenic

Neontenic – 來自義大利的合成音樂藝術家，以復古未來主義風格聞名，將設計之合成音樂轉化為視覺圖像，邀請參與者一同踏上視覺、聽覺雙重享受的旅程。



Sergi Tugas

Sergi – 來自西班牙的超現實主義藝術家。以他的概念風格而聞名，他的作品捕捉到了原始情感，帶領我們展開一段冥想之旅，探索夢想、恐懼、社會和人性。

Senbenito

Senbenito – 來自日本的数字艺术家，以其独特的赛博朋克风格而闻名，他的作品探索了科技、身份和人类情感的主题。

CoolWallet

高達 5 折以上
尊榮 VVIP 搶先享優惠

折扣碼

PRO-VVIP

S-VVIP

(兩個折扣碼可以同時使用於同筆訂單)



雙11輕鬆購，搶先開啟您的特權

尊貴 VVIP 專屬

提前享受 CoolWallet Pro / S 雙11特惠！

不必與人爭搶，享有超長 11 小時的尊榮購物時間，輕鬆愉快地將 CoolWallet 帶回家。

優惠詳情

- CoolWallet Pro 系列 / \$69.9 (每人限購 3 張)
- CoolWallet S / \$49
- 尊榮先行時間：11月7日 12:59-23:59 (UTC+8)
- 兩個折扣碼可以同時使用於同筆訂單

50%

Avg. Open Rate

ZH & JP Quarterly Newsletters

TYPE

CAMPAIGN / EVENT

QUARTERLY HIGHLIGHT

AVERAGE OPEN RATE BY LANGUAGE & CAMPAIGN TYPE

EN

ZH

JP

23%

45%

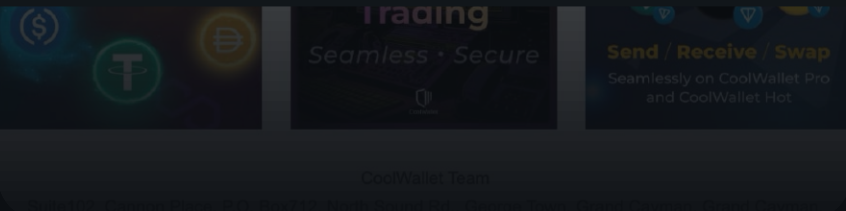
33%

27%

50%

50%

NEW
CHAIN



Metavisions
by Neontenic
\$149

Puppetz
by Sergi Tugas
\$149

Senbenito
\$149



BONUS CASE

What if, instead of just managing a website,
I built a content system from the ground up?

MIACHIU-TRAVEL

Building a Content System, Not Just a Travel Website

Overview

Building a Content System Not Just a Travel Website

AI-Assisted / Vibe Coding × System Design

This side project started during my working holiday in Canada. When an international friend asked for Taiwan travel recommendations, I began to wonder: instead of simply sharing a Google Maps Saved List, could I build a travel guide that would be easier to update and share?

Starting with 480 personal Google Maps saves, I used AI-assisted / Vibe Coding to explore the site architecture, data flows, and deployment approach in collaboration with AI, applying my previous experience in content management and operations to a real-world need.

I independently planned and made decisions across product positioning, content architecture, CMS, data flows, and multilingual functionality.

System Design

AI Collaboration

Architecture Decisions

Challenge

Data Volume

480 Google Maps saves created a large-scale content migration challenge.

Data Import

480 entries could not be created manually.

Cost Constraints

The system had to balance functionality, content quality, and maintenance cost.

Budget Constraints

Tools, hosting, and maintenance had to remain low-cost.

Maintenance Barrier

Content updates needed to be manageable without relying on development resources.

Stability

Scalability

Content maintenance should not depend on development.

Three constraints shaped the architecture — batch processing, low-barrier maintenance, and reduced dependence on development.

Approach

Batch Content Management

Google Maps → Google Sheet → Contentful

Exported the Google Maps Saved List, organized the data in Google Sheets, then used Apps Script to batch-create and update Contentful entries.

Low-Cost Multilingual Setup

Apps Script LanguageApp → Contentful

Translated content before import, keeping human-written English as the source and automating only the less-used languages.

Low-Barrier Content Maintenance

Contentful + Google Sheet

Separated technical operations from content editing, allowing non-technical users to update content through familiar tools without touching the codebase.

Frontend Architecture

Next.js + Tailwind CSS

Used reusable components for categories, tags, bilingual content, and responsive layouts, making new content easier to add without changing the core architecture.

01

Google Maps Saved List

Data Source

02

Google Sheets

Data Prep

03

Apps Script

Data Sync

Auto Translation

04

Contentful

CMS

05

Next.js

Frontend

06

Cloudflare Pages

Deployment

Approach

From Manual Entry to Batch Processing + Semi-Automated Publishing

● PHASE 01 | Build the MVP

Launch First, Validate Later

Turned the concept into a functional website, establishing the visual direction, content structure, CMS integration, and mobile experience.

Next.js

Tailwind CSS

Cloudflare Pages

Contentful

● PHASE 02 | Fix Translation Issues

Frontend Translation Hit Limits

Free translation services triggered request limits and frontend loops, making English translation unreliable. Batch processing and request deduplication stabilized the workflow.

Google Translate API

● PHASE 03 | Build a Better Workflow

Move Translation Upstream

Moved batch import and English translation into a Google Sheets → Apps Script → Contentful pipeline, keeping the frontend translation API as a fallback.

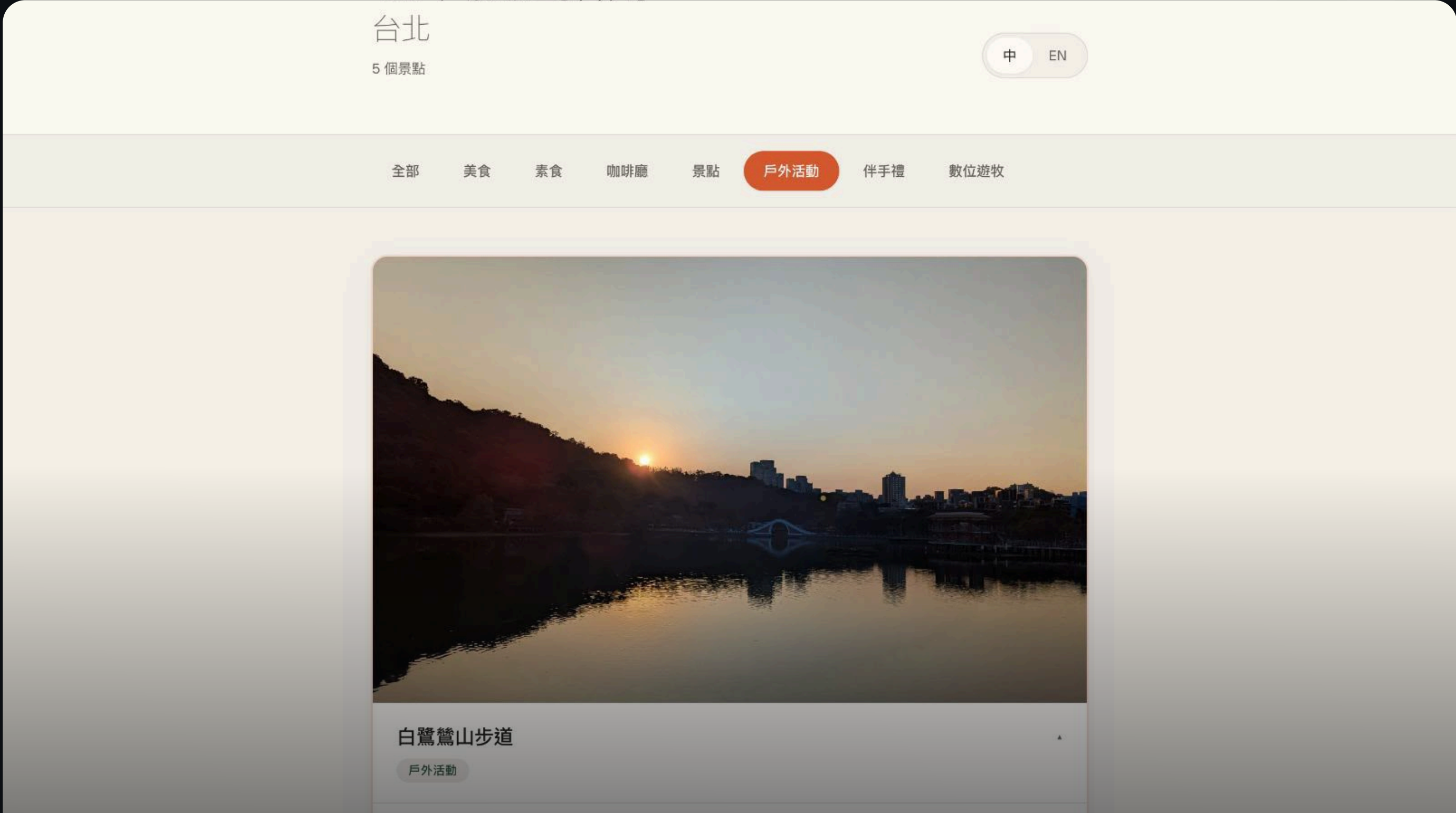
Google Sheet

Apps Script

Contentful

———— **BONUS CASE · SELF-INITIATED PROJECT** - Building a Content System, Not Just a Travel Website

From a Personal Website to a **Maintainable Content System**



01 Efficiency & Scalability

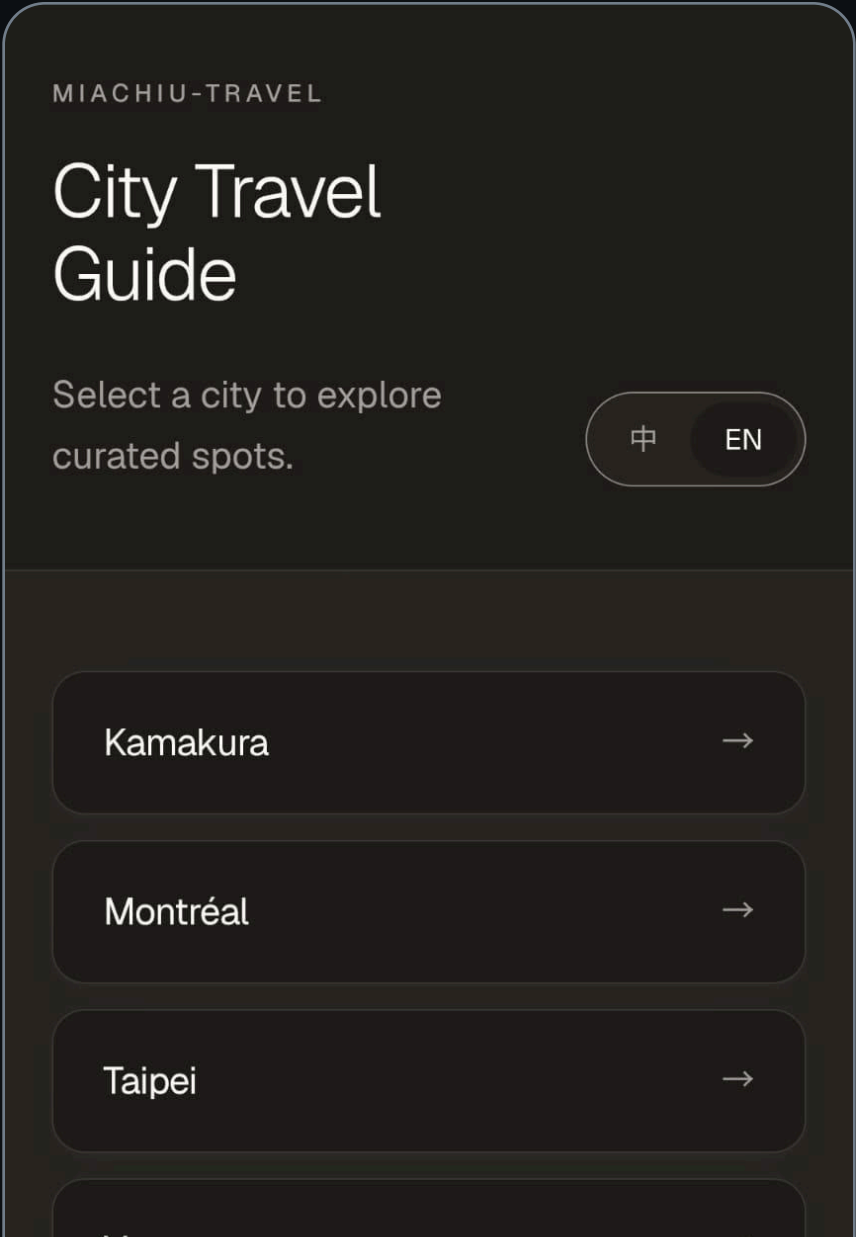
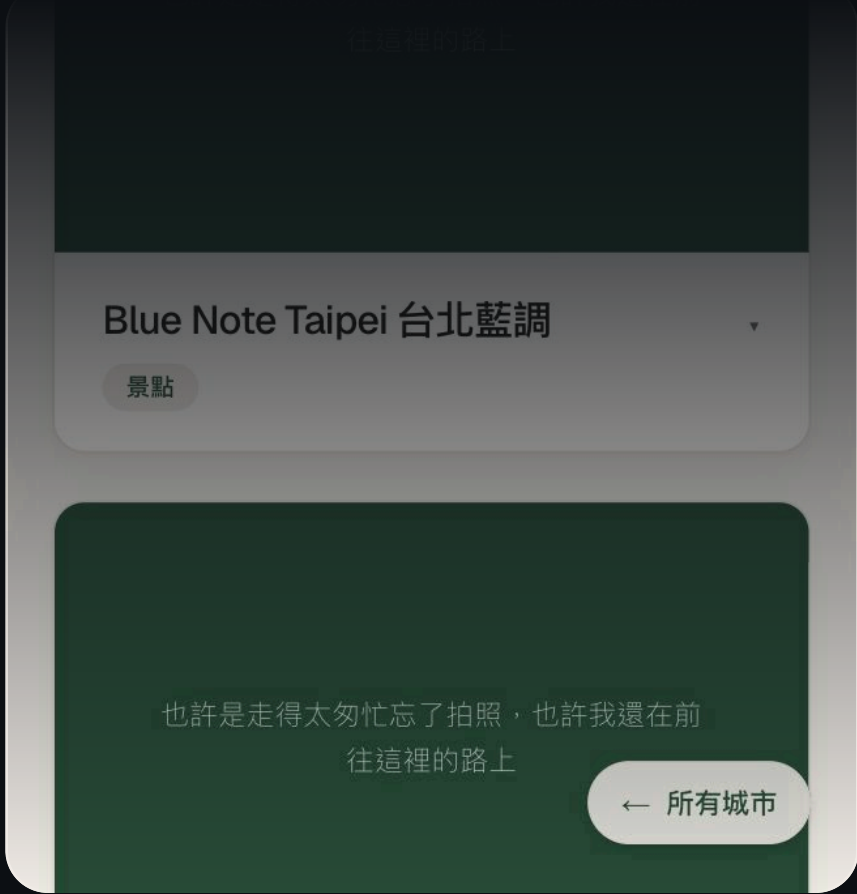
Turned content into a batch-based workflow, reducing repetitive work and speeding up city and spot publishing.

02 Non-Technical Maintenance

Separated content operations from code, allowing updates and translations through familiar tools without developer support.

03 Semi-Automated Workflow

Automated data preparation and translation, then processed content through the CMS to reduce reliance on frontend translation APIs.



Cross-Channel Marketing Assets

A unified asset system serving paid media, owned channels, and partner ecosystems — reducing production time while maintaining brand consistency across 5 languages.

01 • Product Campaign — CoolKey

CAMPAIGN ASSETS

CoolKey

EN ZH JP FR ES

Product Page

On-site banners for CoolWallet's official store.

Paid Media

Display ads on CoinDesk, a leading crypto media platform.

Affiliate & Partner Kit

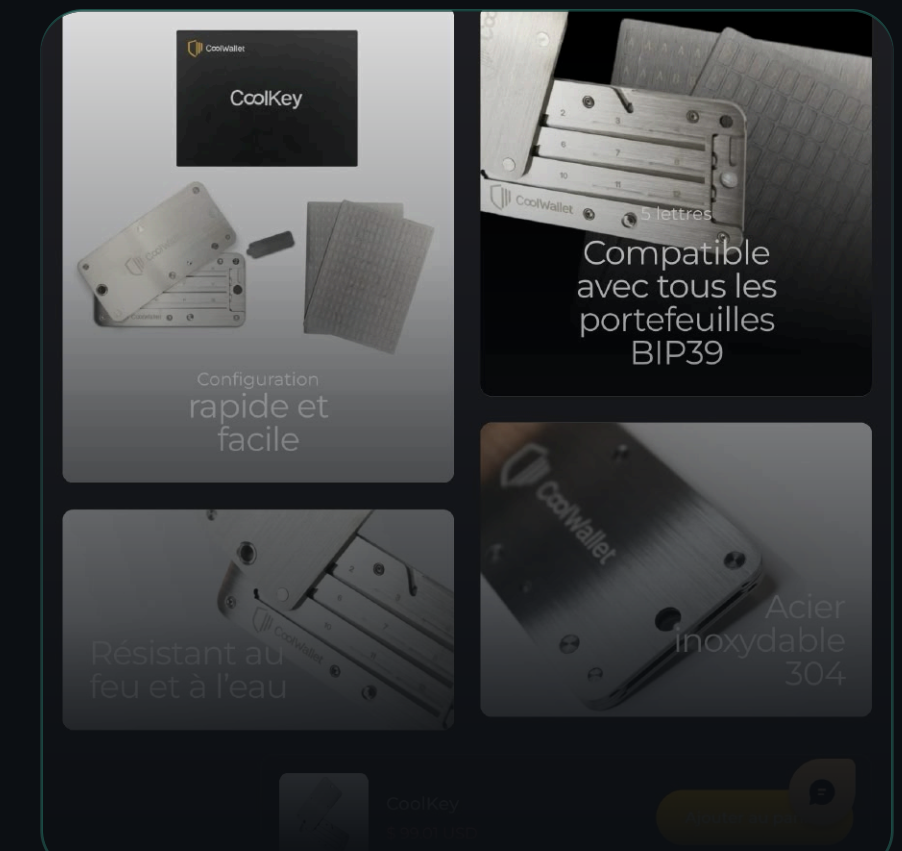
Ready-to-use promotional assets for affiliates and media partners.



AFFILIATE & PARTNER KIT



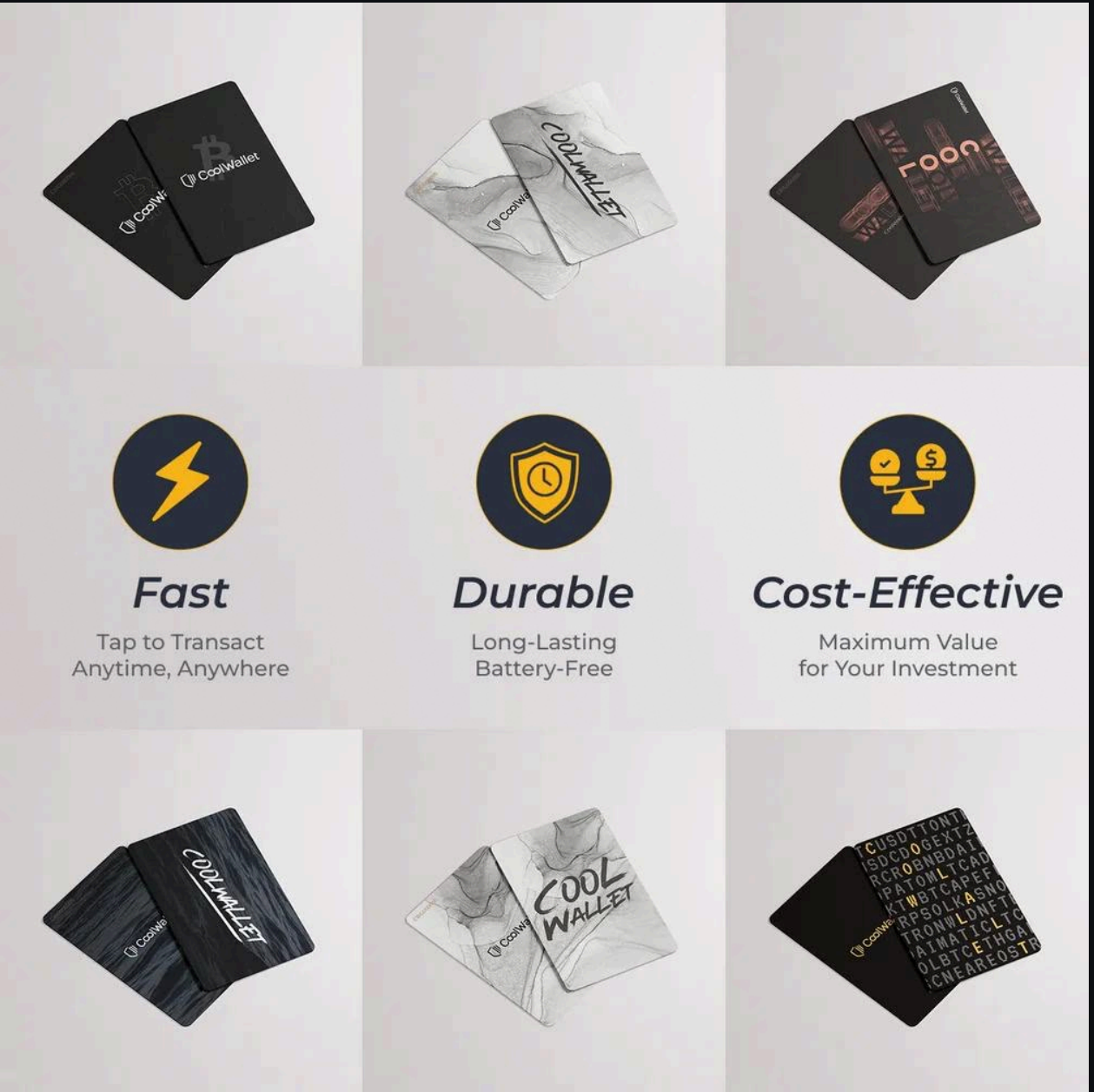
PAID MEDIA



PRODUCT PAGE

02 • Product Launch — CoolWallet Go

Built the visual identity from scratch — including card design, product pages, and campaign assets for a new product launch.



From strategy to launch — planned, designed, and produced independently.



**Semi-
Automated**

Content Workflow
CASE 04 · CONTENT SYSTEM

\$350K+

Email Campaign Revenue
CASE 03 · EMAIL MARKETING SYSTEM

190%

Affiliate Member Growth
CASE 02 · AFFILIATE MARKETING SYSTEM

0s

Migration Downtime
CASE 01 · PLATFORM MIGRATION

Marketing Operations & Systems

Designing Systems Not Just Campaigns

I help teams fix broken marketing workflows
and turn them into scalable systems.

Open to new opportunities with teams who need someone who
speaks both marketing and web. Shopify, email marketing,
affiliate programs — happy to jump in where it matters.

GET IN TOUCH



EMAIL

my.sense5353@gmail.com



WEBSITE

miachiu-design.com



LINKEDIN

linkedin.com/in/miachiu-design/