WILL SUN

Senior Growth, Technical SEO & Google Ads Consultant (Individual / Fractional)

Hands-On Solo Consultant (Zero Outsourcing) | Available 15-25 hrs/wk (Remote)

Email: will@willsun.agency
Phone / WhatsApp: +86 166 1989 6952
Portfolio: willsun.agency (Personal Site)
Location: Beijing, China (UTC+8 | US/EU/UK/AU Overlap)

SUMMARY

I have spent the last **16 years (since 2010)** doing hands-on digital marketing, technical SEO, Google Ads, and web development for global SaaS products, cross-border e-commerce brands, and mobile/PC apps. Despite using the `willsun.agency` domain for my portfolio, I work strictly as an **independent individual consultant**. I do not outsource work to junior staff; I personally handle the site audits, write the code, manage the ad accounts, and build the reporting scripts.

- **In-House & Client Track Record:** Currently leading overseas user acquisition and monetization for **DWG FastView (en.dwgfastview.com, 1.5M+ Global DAU across Mobile, PC & Web, 12+ localized sites, 27 PC channels)**. Previously led or advised growth for **KingCamp (kingcamp.com)**, **Yoybuy (yoybuy.com)**, **PostPony (postpony.com)**, **AbleTarget (abletarget.com)**, **UnirCable (unircable.com)**, **Clash of Kings**, and **Perfect Optimizer** (ClickBank).
- **Marketing + Technical Execution:** Because I also build websites (Next.js, WordPress, Shopify) and write Python scripts for GA4/GSC data analysis, I don't just hand over PDF audit reports. I log in and fix the technical SEO issues, schema markup, tracking tags, and landing pages myself.

CORE SKILLS

1. Technical SEO & GEO: Multi-language site architecture, programmatic SEO, AI search optimization (ChatGPT/Perplexity/Google AI Overviews, `/llms.txt`, JSON-LD schema), white-hat link building, and ASO.

2. Paid Ads & Affiliates: Google Ads (Search, Shopping, PMax, App Campaigns), Meta Ads, and affiliate program management (ClickBank, Impact, PartnerStack, CJ, ShareASale, Dealmoon).

3. Subscriptions & Monetization: Checkout funnel optimization and subscription management across Google Play, Apple App Store, 2Checkout, Stripe, and Paddle, plus mobile Ad Mediation.

4. Web Building & Analytics: Building fast marketing sites (Next.js, WordPress, Shopify), competitor/market research, Python GA4/GSC API reporting scripts, and WCAG 2.2 accessibility fixes.

WORK EXPERIENCE

Suzhou Gstarsoft Co., Ltd. (DWG FastView Global Division)

Nov 2019 - Present

Overseas Growth & Monetization Manager (Full-Time)

- Manage global user acquisition and monetization for **DWG FastView** across iOS, Android, Windows PC, and Web, growing active usage to **1.5M+ Global DAU** and **50M+ registered users** in 100+ countries.
- **Multi-Language SEO & PC Distribution:** Built and manage **12+ localized websites** (`en.dwgfastview.com`, etc.) and **27 overseas PC channels**, bringing in 450,000+ monthly organic search clicks and 30,400+ daily active PC users.
- **Subscription & Ad Revenue:** Manage paid subscriptions across **Google Play, iOS App Store, and 2Checkout (Web/PC)** alongside in-app Ad Mediation, increasing recurring subscription revenue by **65%**.
- **Data Automation:** Wrote custom Python scripts connecting GA4 API, Google Search Console API, Google Play GCS buckets, and 2Checkout APIs to track daily channel ROI without manual spreadsheet work.

Independent Growth, SEO & Google Ads Consultant (Part-Time / Fractional)

2021 - Present

Hands-On Consultant for DTC E-Commerce & B2B Exporting Brands

- **KingCamp (kingcamp.com / kingcampoutdoors.com) | SEO & Google Ads Consultant (2022-2023):** Fixed Shopify technical SEO issues, restructured collection pages (+85% non-brand organic traffic), and managed Google Shopping and Performance Max campaigns at a **3.8x ROAS**.
- **Yoybuy (yoybuy.com) | SEO & Google Ads Advisor (2021-2022):** Rehired as a part-time advisor by my former employer to clean up international landing pages, build backlinks, and restructure Google Search/Remarketing campaigns (**+140% organic traffic, -32% paid CPA**).

- **B2B Industrial Websites (ableTarget.com & unircable.com):** Built and optimized English B2B websites, product catalog pages, and Google Search campaigns to generate direct RFQ inquiries from North American and European engineering buyers.

PostPony, LLC (postpony.com - US Shipping & Logistics SaaS) Sep 2016 - Oct 2019
Internet Marketing Manager

- Led marketing for a US parcel shipping SaaS platform; adjusted market positioning within the first 2 months to target US e-commerce sellers and small businesses.
- Ran **Google Ads, Facebook Ads, Dealmoon partnerships**, and WordPress content marketing, delivering **20 straight months of GMV and active user growth**.

Elex Technology (Elex Wireless - "Clash of Kings") Jun 2015 - Jul 2016
Global Affiliate & Media Buying Manager

- Managed overseas performance user acquisition and affiliate networks for mobile strategy games *Clash of Kings* and *Clash of Queens*, monitoring traffic quality, cutting fraudulent sub-affiliates, and optimizing player ROAS.

Beijing Yoybuy E-Commerce Co., Ltd. Aug 2012 - Apr 2015
Growth Marketing Manager (Managed 6-Person Marketing Team)

- Led a 6-person marketing team covering Technical SEO, link building, email marketing (EDM), affiliate networks (ShareASale, Webgains), and Google/Facebook paid ads.

ClickBank Affiliate Manager & Google AdWords Specialist 2010 - 2012
Vendor-Side ClickBank Affiliate Manager (Perfect Optimizer) & AdWords Specialist

- Worked as vendor-side **ClickBank Affiliate Manager** for *Perfect Optimizer* (a top-selling Windows utility on ClickBank), recruiting global affiliates and improving landing page conversion rates.
- Managed English copywriting and Google AdWords at WinWin Software (2011-2012), **increasing AdWords ROI by 3x within 60 days**.

SIDE PROJECTS & WEB TOOLS BUILT BY ME (LIVE DEMOS)

- **GeoKit.site:** AI search & GEO audit tool (checks `/llms.txt`, JSON-LD schema, and AI citation readiness).
- **A11yKit.site:** Automated WCAG 2.2 AA & European Accessibility Act (EAA) scanner and code fix guide.
- **CADGuide.tools & GstarCademy.com:** Engineering directory/calculator site (45+ tools) and CAD tutorial portal.
- **ChanZong.space & RamanaMaharshi.space:** Multi-language digital archives built with Next.js, D3.js graphs, and Web Audio tools.

EDUCATION & CERTIFICATIONS

B.A. in Business English, Beijing Foreign Studies University (BFSU) | **Certifications:** Google Ads Certified (Search & Display), Google Analytics Certified, TEM-8 & CATTI-3 English-Chinese Translation (Former on-site project interpreter in Trinidad & Tobago).