CASE 02 _ Mia Chiu's Portfolio

Rebuilt and Scaled an Abandoned Affiliate Program, Achieving 190% Growth

CoolWallet's affiliate program existed but was largely inactive, lacking clear structure, documentation, and a scalable partner management system—resulting in missed low-cost acquisition opportunities.
As a Sr. Website Designer, I took full ownership and rebuilt the program from the ground up, leading strategy and operations over five years (2020–2025) and achieving 190% growth in affiliate members by 2024.

Dormant Assets | Incomplete Framework & Processes

Affiliate Program
via Tapfiliate

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

External Partner Documentation	Missing
Internal Standard Operating Procedures	Missing
Partner Recruitment Framework	Underdeveloped

01 **Partner Churn**
Reduced partner churn by clarifying onboarding guidelines, recovering previously lost zero-CAC acquisition opportunities.
Discovery gap

02 **Lack of Partner Guidance**
Inactive partners created a false sense of scale; implemented engagement strategies to drive meaningful reach.
Enablement gap

03 **Lack of Internal SOPs**
Lack of SOPs led to redundant efforts, high operational overhead, and low ROI.
Operational gap

The tools were already in place — however, the channel lacked active management, leaving its full potential unrealized over time.

CASE 02 - Rebuilt and Scaled an Abandoned Affiliate Program, Achieving 190% Growth

Prioritized compliance, then process standardization, followed by growth, and finally optimization.

PHASE 01:
Compliance & Infrastructure
Redefined Terms of Use | Optimized Onboarding Flow | Automated Email Sequences | Internal Playbooks | Partner Communication Channels | Audience Segmentation & Integration

Established compliance and standardized workflows, transforming the program into a scalable and trustworthy partner ecosystem.

PHASE 02:
Expanding Resources & Visibility
Public Partner Resource Hub | Creative Asset Production

Lowered the barrier to entry by providing partners with ready-to-use creative 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.

190%

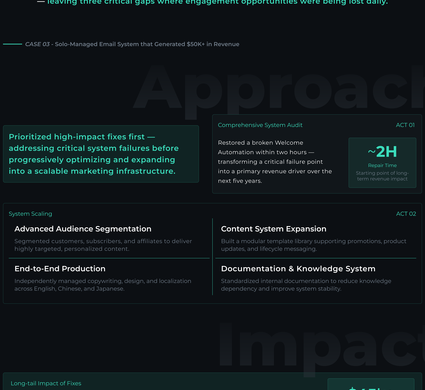
Member Growth • Achieved 2024
Rebuilt a neglected channel into a sustainable and scalable partner ecosystem.
6-year solo management (2020–2025)

Generating Incremental Revenue
Pioneered an Affiliate × Email integration to unlock a brand-new revenue stream for the company.

Channel Strategy Integration
Transformed an idle channel into a robust partner ecosystem integrated with the overall marketing mix.

Building Organizational Knowledge
Developed SOPs for CS and Legal departments to reduce redundancy and preserve institutional knowledge.

CASE 02 - Rebuilt and Scaled an Abandoned Affiliate Program, Achieving 190% Growth



CASE 03 _ Mia Chiu's Portfolio

CoolWallet's email marketing operated on Mailchimp, primarily through weekly newsletters. However, the system lacked structured maintenance and scalability—automation workflows were in place but unmanaged, and both audience segmentation and campaign diversity were limited.
I took full ownership of the system, independently managing and scaling it over six years (2020–2025).

Automation Gap | Solo 6-Year Ownership

Solo-Managed Email System that Generated $50K+ in Revenue

Email Subscribers
Shifted from repetitive weekly newsletters to a data-driven remarketing strategy.
Primary Operation

New User Onboarding
Resolved onboarding gaps to establish a strong brand first impression through automated sequences.
Lack of User Guidance

Lack of User Guidance
Bridged the post-purchase gap by implementing product education and remarketing flows.
Engagement Gap

Promotions & Updates
Uncoordinated Marketing Planning
Engagement Gap

The user journey consisted of four key stages, yet email only covered one — leaving three critical gaps where engagement opportunities were being lost daily.

CASE 03 - Solo-Managed Email System that Generated $50K+ in Revenue

Prioritized high-impact fixes first — addressing critical system failures before progressively optimizing and expanding into a scalable marketing infrastructure.

Comprehensive System Audit — ACT 01

Restored a broken Welcome Automation within two hours — transforming a critical failure point into a primary revenue driver over the next five years.

~2H
Repair Time
Starting point of long-term revenue impact

System Scaling — ACT 02

Advanced Audience Segmentation
Segmented customers, subscribers, and affiliates to deliver highly targeted, personalized content.

Content System Expansion
Built a modular template library supporting promotions, product updates, and lifecycle messaging.

End-to-End Production
Independently managed copywriting, design, and localization across English, Chinese, and Japanese.

Documentation & Knowledge System
Standardized internal documentation to reduce knowledge dependency and improve system stability.

Long-tail Impact of Fixes

Generated $45K+ in revenue from a single restored automation — accounting for 90% of total email income.

The Welcome Automation, fixed on day one, became the primary revenue driver over the next five years.

$45k+
Welcome Automation
Mailchimp Analytics Data

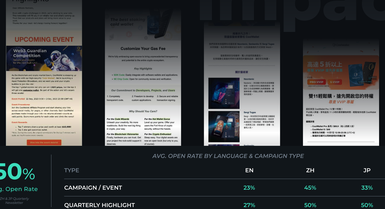
System-Level Impact

$50k+
Total System Revenue
Conservative estimate based on tracked automation and campaign performance, excluding indirect contributions.

30%
Avg. Open rate
Sustained through structured segmentation and lifecycle-based messaging.

Multi-Layered Lifecycle System
Transitioned from a single newsletter to a structured communication system across acquisition, engagement, and retention.

CASE 03 - Solo-Managed Email System that Generated $50K+ in Revenue



50%
Avg. Open Rate
(H1 & H2 Quarterly Newsletters)

TYPE	EN	ZH	JP
CAMPAIGN / EVENT	23%	45%	33%
QUARTERLY HIGHLIGHT	27%	50%	50%