**MARKETING MANAGER**

**Marketing Manager Candidate**

Address

City, Country, Postal Code

Contact Number

E-mail Address

Digital Marketing l Project Management

Results-oriented, creative, and highly qualified marketing professional with more than six years of excellent performance in the information industry; Multi-channel background encompassing exceptional professionalism and commitment to business objectives within a highly competitive, intensely demanding, rapidly changing marketplace; Passionate manager, compassionate team player, and strategic planner with the ability to attract, secure, and maintain positive business relations with key players.

**PROFESSIONAL EXPERIENCE**

COMMUNITY AND TRADE DEVELOPMENT COUNCIL, Taipei, Taiwan Jun 2014 – Present  
**Digital / Project Manager**

Manage digital marketing of the Community and Trade Development Council to enhance brand awareness and consumer preference of Taiwanese brand companies using different strategies digital channels. Key accomplishments include:

* Develop *Taiwan Excellence,* a website with eight languages and 0.6 million visits half a year, and build 16 event sites to promote local events in various countries
* Work with team to use Social CRM to increase engagement in official site and social platforms
* Manage social media channels (Facebook, Twitter, Wechat, Weibo) with 1.3 million total followers to promote events and YouTube channels with more than 600 videos and 4,000 orders to promote Taiwanese brands
* Coordinate events, increased event fans to 22,000 (150% growth), and attracted 100,000 viewers in Twitch

DIGITAL CONSULTING PROVIDERS, Taipei, Taiwan Dec 2013 – May 2014  
**Digital / Project Manager**

Managed processes including website design and development, online media buying, SEO, social media marketing, and blogging for clients on various industries

INSTITUTE FOR INFORMATION INDUSTRY, Taipei, Taiwan Oct 2011 – Nov 2013  
**Marketing Specialist (Internet)**

Worked closely with team to develop a Chinese-learning website in coordination with delegated government agency and increase traffic using SEO; Assessed the website’s key performance metrics to update content, perform A/B test, and implement viral marketing in social media in Taiwan and China, which gained 10,000 Facebook followers in Taiwan in month one; Worked on the online marketing for the Oracle script exhibition at the National Palace Museum

BIG CORPORATION, Taipei, Taiwan Mar 2009 – Dec 2010  
**Marketing Analyst II**

Planned marketing strategy with team, including new product promotion and distribution, and collaborated with internal departments to implement marketing projects; Developed online registration website, updated event announcements, and wrote copy and press releases

**EDUCATION**

NEW YORK UNIVERSITY, New York, U.S.A. Jun 2011 – Aug 2011  
**Certificate in Digital Media Marketing**

Coursework: Digital Strategy, Web Analytics, Online Promotion, SEO Marketing, Google Analytics & Google AdWords

TAIWAN UNIVERSITY, Taipei, Taiwan Sep 2003 – Jun 2007  
**B.A. in Information Management**

Minor: Public Relations and Advertising; University Scholar in 2004 and 2007

**SKILLS AND COMPETENCIES**

Language: native Chinese, fluent English  
Technical skills: MS Office, HTML, CSS, Flash, Photoshop, Power Director, 3Ds Max

**ACTIVITIES AND ACHIEVEMENTS**

Member: Foreign Affair Studies, Taipei Economic and Cultural Office, New York, U.S.A. 2011  
Scholar: International Affairs Training Programs for Young Talents, Overseas Compatriot Affairs Commission, Taiwan, R.O.C. 2011

Project Consultant: Youth Travel in Taiwan Project, National Youth Commission, Executive Yuan, Taiwan, R.O.C. 2011