

As an adept brand manager with a successful history working with renowned global brands such as ASUS, Dr. Martens, IKEA, and Disney, I specialize in shaping captivating brand narratives that drive immersive customer engagements.

I specialize in crafting compelling brand stories that engage audiences. My focus lies in aligning design expertise with strategic marketing approaches to enhance brand initiatives and communication strategies. I am pursuing an MBA and aim to expand my knowledge and skills, contribute effectively, and bring dynamic brand experiences.

Proficiencies

Adobe Creative Suite, Cinema4d, Google Analytics, AdWords, Marketing Analytics Reports, Storytelling

Soft skills

Project management, Public presentation skills, Business objective driven, Creative briefs, Mentorship, leadership

Client list:

ASUS, ROG, Dr. Martens, IKEA LIVAT, Taikooli, Disney, Lexus, China World Mall, INFINITI, CloudMosa, BellaBuy, GPHG.

Brand Project Manager, ASUS, 2019 to 2023

Design

- Established an online ASUS Brand Identity platform to centralize brand guidelines and assets.
- Crafted brand visual identities, product series, eco-friendly packaging, typography, and other design elements specifically for ROG (Republic of Gamers), emphasizing effective communication with the gaming community and PC enthusiasts.
- Led the research and implementation of sustainable design initiatives promoting ESG values.
- Task force exploring innovative applications of AI in design processes. Effectively integrated AI tools into projects for increased efficiency and creativity.
- Managed the ASUS Sonic Brand project, developing a comprehensive sound identity, logo, and brand music.

Marketing

- Acted as the face of ASUS in high-budget promotional videos and live streams, represented the company across various video content, promoting our design initiatives, and engaging with audiences through these dynamic media platforms.
- Project manager of the ProArt Creator platform, enhancing brand engagement with the Creator target audience across platforms like Twitch and Discord.
- Project manager of ASUS Design Center social media accounts (Instagram, Behance), fostering engagement and adopting a creator's perspective, resulting in substantial organic growth from a few hundred followers to thousands.

Project Manager, Best Materials LLC, 2015 to 2019

- Spearheaded a comprehensive strategy to bolster the web store's growth. Expanded the product inventory, prioritizing competitive pricing, and implementing robust SEO techniques to enhance visibility. These efforts led to a consistent yearly increase in sales of 10-15% for four years.
- Enhanced the visibility of top-selling products and categories by implementing successful SEO strategies, resulting in improved SERP rankings.
- Collaborated closely with external agencies to orchestrate and execute effective digital marketing campaigns, spanning email outreach and PPC advertising initiatives.

Graphic Designer, Brandhead Creative PR, 2014 to 2015

- Conceptualized, designed, and executed events for various brands, including Dr. Martens, IKEA, and China World Mall.
- Facilitated direct client communication to gather feedback and implement design adjustments within tight deadlines.
- Provided oversight and management for event construction and setup.

Marketing Specialist, Best Materials LLC, 2011 to 2014

- Authored and coded product and category pages, integrating contemporary SEO methodologies.
- Generated regular analytical reports encompassing AdWords and social media metrics for performance evaluation.
- Expanded the web store's offerings by introducing new product categories and items.

Education:

Global MBA Candidate, National Taiwan University, 2025

Bachelor of Fine Arts, Visual Communication, University of Arizona, 2011

Minor in Business Administration, Eller College of Management, University of Arizona, 2011