

## SR. MARKETING MANAGER

Global Marketing Management | Product Planning & Marketing | e-Commerce | Brand Marketing | Team Leadership

Curious, entrepreneurial marketing leader with history of distilling overarching business mandates into approachable, impactful global marketing strategies influencing in-country marketing plans through quantitative / qualitative analysis and deep knowledge of omnichannel marketing. Recognized by colleagues for “excellent intellectual capacity and leadership,” “strong ownership,” and “great commitment and dedication.” Current knowledge of industry trends leveraged to advise C-suite decision makers on risks and opportunities while collaboratively accelerating marketing and communications initiatives.

## AREAS OF EXPERTISE

► **KEY SKILLS:** Strategic Planning & Execution | Qualitative & Quantitative Analysis | Key Performance Indicators | Resource Allocation & Budgeting | Workflows & Processes | Go-to-Market (GTM) | Brand Building | Marketing Value Creation

► **TECHNOLOGIES:** Internet of Things (IoT) | Blockchain | Artificial Intelligence (AI) | Extended Reality (XR)

► **LANGUAGES:** English (Fluent) | Mandarin Chinese (Fluent) | Taiwanese (Fluent)

► **SOFTWARE:** Windows / MAC OS | MS Office (Word, PowerPoint, Excel, Access, Visio) | Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom) | SharePoint | IM360 (Dynamic 365) | Oracle Eloqua | Triton | Micro Strategy | Google Analytics | AdWords | LinkedIn Elevate

## PROFESSIONAL EXPERIENCE

Ingram Micro, Irvine, CA

9/2018 – Present

*Significantly contribute to aggressive growth of US and global IoT program through comprehensive data analysis, agile decision making, and helping channel partners navigate complex IoT ecosystem by launching strategic programs, Center of Excellence, and marketing campaigns in startup-like business unit (BU) of progressive IT products and services distributor.*

### SR. MARKETING MANAGER – GLOBAL IOT (3/2020 – PRESENT)

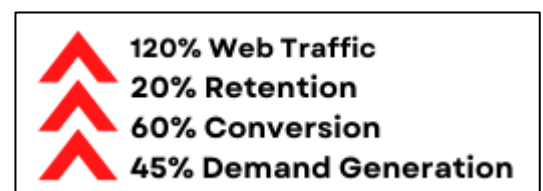
Work directly with SVP and Executive Director while building on prior success to empower in-country marketing teams to GTM swiftly and cohesively with global branding campaign, including templates, creative assets, and IoT Best Practices Guide for 5K-sq.-ft. IoT Center of Excellence (CoE). Collaborate with Creative team to establish design elements and IoT brand look/feel to build awareness and represent brand ethos in digital and physical format.

- Orchestrated branding and marketing strategy, encompassing content, creative, vendor collaboration, virtual event, and more to drive value creation messaging for channel partners while launching CoE “one-stop-shop” facilitating new technology adoption for channel partners and enabling customers to “imagine next.”
- Delivered proofs-of-concept (PoCs) across 6 different verticals, supporting customers to GTM with real and tested end-to-end IoT solutions through program launch success.
- Unleashed faster route to market for device and solution builders and platform vendors by establishing and executing marketing plans for Certification-as-a-Service program, quickly certifying 30+ devices for vendor partners.

### SR. BRAND MARKETING MANAGER – US IOT (9/2018 – 3/2020)

Steered BU growth from inception to solid national impact by strategically designing all aspects of branding, communication, messaging, events, marketing strategy, and corresponding campaigns with budgets and KPIs.

- Coordinated execution of IoT marketing plans with cross-functional teams as go-to for design direction, messaging / communications strategies, and marketing plans, elevating customer engagement and conversion by 60%.
- Led all marketing planning, creative, and execution for 6 internal and 10+ external events, including inaugural IoT Summit, Ingram Micro ONE, IoT World, and Microsoft partner event.
- Increased website traffic by 120% and retention by 20% using data-driven digital campaigns.



- Optimized marketing practices, nurtured campaigns to drive multi-channel demand generation by 45% and introduced end-user-focused experiential marketing tactics to catapult brand awareness.

**Morale Agency**, Fullerton, CA

8/2017 – 12/2018

*Motivated diverse, high-performance team of 6 to exceed client expectations through synergistic marketing execution at agency focused on building strong brands through stunning website design and targeted digital strategies.*

#### **DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT**

Spearheaded marketing operations, established strategic alliances within target markets, and stimulated brand awareness.

- Restructured business operations and processes with KPIs to measure success following comprehensive assessment of internal data, resulting in faster project turnaround and improved customer relationships.
- Boosted client retention by 50% by conducting brand identity and marketing research for clientele, identifying nuanced needs, and creating strategies to execute customer goals.

**GKN Aerospace**, Garden Grove, CA

3/2012 – 8/2017

*Earned multiple merit-based promotions at global first-tier provider of aftermarket services meeting bespoke customer needs.*

#### **INFORMATION SYSTEMS AND ACCOUNTS MANAGER (5/2016 – 8/2017)**

#### **SUPPLY CHAIN & INFORMATION SYSTEMS ANALYST (3/2015 – 4/2016)**

Balanced multiple concurrent priorities in demanding work environment while serving all Asia Pacific account across multiple product pipelines, including researching, acquiring, and implementing productivity tools like CRM and ERP.

- Lifted average customer satisfaction ratings by 70% by championing continuous improvement, promptly addressing questions and concerns, and overseeing timely maintenance, repairs, and overhauls associated with services.
- Redesigned supply chain procurement planning and purchasing procedures for multi-million-dollar goods to capture efficiency and accuracy by aligning project needs with resources and timelines.

#### **BUSINESS DEVELOPMENT & MARKETING SPECIALIST (3/2012 – 2/2015)**

Evaluated data, provided influential recommendations regarding market risks and opportunities, and strategized campaigns.

- Handpicked as Project Manager for Special Products Group (SPG) marketing, including digital and print creative advertisement design, marketing collateral design, brand identity, content curation, SEO, and more.
- Instituted system-wide Standard Operating Procedures and Corporate Procedures, improving costs by 30% and productivity by 60%.

### **EDUCATION**

**MASTER OF BUSINESS ADMINISTRATION (MBA) – MANAGEMENT**, Argosy University, Remote, 2018

**BACHELOR OF ARTS – BUSINESS ADMINISTRATION (MARKETING)**, California State University – Fullerton, Fullerton, CA, 2014

### **CERTIFICATIONS & PROFESSIONAL DEVELOPMENT**

**Certified IoT Practitioner**, CertNexus, 2019 | **Lean Leaders**, GKN Aerospace, 2015 | **Sales Certification & Marketing Research Certificate Program**, American Marketing Association, 2013 – 2014 | **MS Office Specialist – Excel**, Microsoft, 2012

**ADDITIONAL STUDY:** Continuous Improvement, Lean Enterprise, Lean Leaders, Business Process Improvement

### **ADVISORY**

**VERGE CURRENCY (2017 – Present):** Helped emerging cryptocurrency company provide individuals and businesses with fast, decentralized transactions by guiding workflow and process evolution, forging relationships with key industry leaders on behalf of organization, introducing custom-tailored tools and productivity platforms, and steering marketing activities.

### **AFFILIATIONS**

**EXECUTIVE VICE PRESIDENT (2013 – 2014) | DIRECTOR OF ONLINE COMMUNICATION (2012 – 2013)**

American Marketing Association – California State University – Fullerton