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EXPERIENCE

BEAUTIFUL GLOW & BG MEDICAL AESTHETICS los angeles, ca

MARKETING MANAGER oct. 2022 - present

- Strategically plan and implement marketing campaigns, encompassing content generation, launching new products, harnessing the power of social media, and optimizing upselling, cross-selling, and sales enablement.
- Skillfully craft content and graphics in both Chinese and English, ensuring alignment with company branding. Proficiently undertake tasks such as photo editing, poster creation, and the development of advertising materials, utilizing Adobe Creative Suite.
- Produce high-quality marketing communications materials and publications, including brochures, web graphics, postcards, catalogs, and other related content, focusing on creativity and excellence.
- Conduct comprehensive research, analysis, and experimentation with various tools to glean valuable insights and shape effective marketing strategies.

MARKETING GRAPHIC DESIGNER oct. 2021 - sep. 2022

- Achieved creative excellence by conceptualizing, designing, and producing innovative, top tier print and digital artwork, spanning logos, advertisements, brochures, and websites.
- Proficiently crafted captivating graphics and layouts tailored for websites, social media platforms, and print materials.

HTTV CH 31.2 los angeles, ca

MARKETING AND EVENTS EXECUTIVE august. 2018 - march. 2022

- Managed and oversaw several separate social media accounts and websites simultaneously.
- Planned and executed on-site and off-site events and tasks including coordination with the production team, venue research and rental, stage setup, ticketing, and troubleshooting on the event day.
- Developed and executed advertising, sponsorship outreach plans, and strategies for maintaining current customer relationships.

EDUCATION

PEPPERDINE UNIVERSITY los angeles, ca

PHD IN GLOBAL LEADERSHIP AND CHANGE sep. 2020 - present

SEATTLE UNIVERSITY seattle, wa

MFA IN ARTS LEADERSHIP sep. 2016 - jun. 2018

CERTIFICATES

MANAGEMENT CONSULTING CERTIFICATION pepperdine university

DESIGN COMMUNICATION ARTS CERTIFICATE ucla extension

LANGUAGES

English
Madarine
Cantonese

SKILLS

Illustrator InDesign Project Management
Photoshop After Effects Microsoft Office Suite
XD Figma Google Suite