

Top Skills

Social Media Optimization (SMO)
Social Media Marketing
Digital Marketing

Languages

Chinese Mandarin (Native or Bilingual)
English (Native or Bilingual)
German (Elementary)

Certifications

Foundations of Data Science: Computational Thinking with Python
Google Analytics for Beginners
Advanced Google Analytics
Google Analytics Individual Qualification
AdWords Fundamentals

Marketing and Business Consultant | Artist•Writer•Content Creator
Vienna, Vienna, Austria

Summary

Moving from Canada to Austria with an enterprising spirit, I specialize in growth and transition. Creative and strategic. I am grateful to have taken risks in life to reinvent myself as an innovative, dynamic digital marketing manager, content marketing strategist, digital creator and writer.

I leverage the power of storytelling to develop multimedia, multiformat (long-form/short-form) content for omnichannel marketing. Empowered with exceptional writing skills, I have 10+ years of experience with B2B and B2C organizations across SaaS, online media, telecom, REM, and business management space.

A multidisciplinary approach is my forte when creating content and campaigns that excite, engage and inform the desired audiences.

Besides my professional endeavour, I am an avid writer and watercolour artist who cares deeply about well-rounded self-development, mentoring younger women, and the art of living and healing.

Expertise:

Digital Strategy, Branding, Market Research, Content/Video/YouTube Marketing, Web Analytics, SEO, Content Creation (Video & Blogposts), International Business, B2B/B2C, Global Marketing, Management, Lead Generation, Inbound Marketing, Project Management, Brand Awareness, Business Operations

Experience

Self-employed

Digital Marketing, Content Marketing, SoMe, SEO & Branding Consultant
July 2019 - Present (5 years 2 months)

- * Create marketing materials such as white papers, websites, one pager, YouTube videos and more.
- * Provide strategic outlook for targeted marketing campaigns.
- * Increase lead generation.
- * Streamline marketing channels to create lead funnels.
- * Amplify brand awareness with marketing materials and ads.
- * Strategize marketing channels to facilitate holistic content plans.
- * Manage multiple projects and workflows and create project management guidelines to enhance team efforts.
- * Contribute industry knowledge for product development and new services.
- * Oversee SoMe channels for direct client connections and communications.
- * Nurture team members for career development and skillset betterment

Mimo

Marketing Manager

August 2018 - June 2019 (11 months)

Vienna, Austria

As Marketing Manager, I oversee communication channels such as email, push notifications, outreach, and social media posts to drive user engagement and improve conversion and retention rate for marketing goals.

- + Improved user engagements through email marketing automation, push-notifications, weekly email marketing delivery, and social media posts.
- + Drove user retention with weekly email newsletters and social media strategy.
- + Created, measured, and improved personalized push notifications using JSON
- + Wrote and managed email templates in HTML and CSS
- + Performed data analysis using Mixpanel to isolate users behavior and identify gaps.
- + Created lifecycle campaigns using automated emails to target different phases of the user's journey.
- + Increased conversion rate, open rate, and user retention metrics through content strategy.
- + Established marketing content for sales, product releases, ads, social media posts, and new courses.
- + Managed A/B testings and documentation for content processes.
- + Developed User Persona for marketing segmentation and user analysis.
- + Assisted in ad creation, user acquisition, and sales conversion.
- + Managed organic channels for brand awareness.

- + Collaborated with User Acquisition, designer, and developers to develop marketing strategies that positively influence Mimo's social reach.
- + Worked with Mixpanel, Customer.io, AppFollow, Nuclino, Code Editors, etc.

Freelance

Digital Marketing, Content Marketing, SEO, Brand Marketing Consultant
December 2017 - July 2018 (8 months)

Marketing, Social Media, ops:

- + Google AdWords & Analytics
- + Customer acquisition via lead generation, data capture, and lead nurturing
- + Editorial strategy, editorial guidelines, content development
- + Data-driven content marketing
- + Web and social media analytics
- + SEO, SEM, search & display advertising
- + Leading social media strategy development
- + Digital reputation mgmt
- + Brand development and digital marketing strategy

Content Creation:

- + Website content & blogging
- + Sales and marketing materials
- + FAQ files
- + Video tutorials
- + Help files
- + Quick tip sheets
- + Wiki creation and administration
- + User manuals, technical documentation, feature reference, application notes and similar documents

Management, Leadership:

- + Team development, mentoring, coaching
- + Agency selection, management
- + Aligning digital and SM strategy w/ business objectives
- + Project management

PSPDFKit GmbH

Digital Marketer | Content Strategist

January 2017 - November 2017 (11 months)

Vienna

- + Increased lead generation by over 60% and amplified brand awareness with content strategy, SEO/SEM, targeted ads and email marketing
- + Improved web traffic by 80% via web analysis, SEO, and content optimization
- + Achieved conversion optimization using Google AdWords, market segmentation and keyword groupings
- + Developed content strategy for blog posts, social media assets, marketing content, and internationalization
- + Boosted community engagement and content sharing using social media marketing
- + Managed Google Ads, Bing Ads, content processes, and social media accounts (Facebook, Twitter, LinkedIn)
- + Wrote, reviewed and maintained technical documentation, user guides, feature reference, application notes and similar documents
- + Wrote and edited technical blog posts for iOS/Android/Web and PDF Viewer app
- + Created product-related content for web pages, marketing campaigns, product releases and version updates
- + Localization for Android/iOS PDF Viewer app
- + English to Chinese translation for SDK integration guide, email templates, customer responses
- + Collaborated with UX, front / back-end / Android & iOS developers, business development, IT support
- + Supported A/B testing and new product releases
- + Data analysis & competitor analysis and competitor documentation review
- + Translated data into visual reports with actionable recommendations
- + Worked in Agile/Scrum environment (worked on projects that leverage agile development with frequent releases)

TOOLS: Google Analytics | Google AdWords | GitHub | Firebase | App Analytics | Microsoft Excel | Bing Ads | Adobe Creative Suite | Affinity | Google Play Console | Twitter Analytics | Facebook Analytics | Google Data Studio | Google Tag Manager | App Follow

Achievements:

- ✓# Increased lead generation by over 60%
- ✓# Google AdWords: increased conversion rate by 104.4% and 7.4 times more total conversion

✓# Improved web traffic by over 80% via SEO, web analysis, and content optimization

BroadbandTV

Digital Content Strategist | Content Acquisition

January 2015 - January 2017 (2 years 1 month)

Vancouver, Canada Area

As a digital content strategist, I delivered 38 million impressions in six months by transforming complex analytics into unique content strategies to help influence YouTube best practice for YouTube talents.

- + Strategized and curated digital content with YouTube talents for BBTV and Huffington Post News & Entertainment YouTube MCN (Outspeak)
- + Aligned digital content with BBTV's vertical objectives in Gaming, Entertainment, Lifestyle, Digital Journalism and Kids&Family
- + Amplified company brand awareness using direct email/content marketing
- + SEO and content optimization enhancing online video exposure
- + Online content analysis meeting creators' unique needs for brand trajectory
- + Established content exposure with Social Media development and engagement
- + Provided YouTube best practice for improved audience development and channel growth
- + Exceeded target on a monthly basis influencing video content development through content strategy

Achievements:

✓# Delivered 38 million impressions in 6 months

Best Buy Canada

Sales Assistant Manager

September 2012 - December 2014 (2 years 4 months)

Pacific Centre, Vancouver, BC

As an assistant manager, I developed the staff to acquire proficiency in mobile technology knowledge, telecommunication SOP, problem-solving and soft skills. I also led the team to meet targets and exceeded 120% in sales goal and 150% gm/budget.

- + Executed business plan and operational strategy
- + Managed team performance review, store operation, industry training, district communications and P&L control

- + Employee development through coaching and training on problem-solving, mobile technology expertise and industry SOPs
- + Interviewed candidates and assisted in new hiring

Achievements:

- ✓# Achieved top 3 sales district-wide
- ✓# Exceeded 120% sales goal and 150% gm/budget
- ✓# Opened the 1st flagship store in B.C.
- ✓# Won top best store nation-wide for 7 months consecutively

MIZ Engineering Ltd

Marketing & Business Development Manager

December 2011 - September 2012 (10 months)

International

- + Developed content processes for both internal and external communications
- + Market analysis, competitor analysis, and competitor documentation
- + Created marketing materials for North America, Asia, and Europe market
- + Coordinated trade-shows in Germany, Las Vegas, China, and Taiwan
- + Managed and maintained content for B2B email templates, customer responses, OEM products demands, and reverse engineering project development
- + Wrote, reviewed and edited documentation, SOP guidelines, business contracts, advertising material, manuals, and user guides for OEM and mechanical engineering products

TOOLS: Adobe Creative Suite | Microsoft Office (Excel & Word) | CRM

Achievements:

- ✓# Delivered an increase of 180% in sales via content strategy
- ✓# Increased annual profit and gross margin by 200% from the previous year

Rogers Communications

Retention Team Lead/Customer Care Consultant

March 2011 - December 2011 (10 months)

Burnaby, BC

- + Customer retention with 80% renewal rate, exceeding goals by 260%
- + Identified technology and account issues for customers
- + Provided problem-solving under time pressure
- + Coached team members for performance improvement
- + Wrote weekly performance reports for upper management

- + Wrote daily internal communications and competitor analysis for the team
- + Retained customers with soft interpersonal skills and account analysis

Achievements:

- ✓# Awarded top 2 performance consultant nation-wide
- ✓# Delivered 80% renewal rate, exceeded renewal goal by 260%

Koodo Mobile

Sales Representative

April 2010 - March 2011 (1 year)

Burnaby, BC

- + Exceeded sales goal consistently over 8 months period
- + Provided mobile technology and plan information to customers
- + Assisted training new manager in product information and system operation

Achievements:

- ✓# Exceeded personal activation goal with sales 357% to budget
- ✓# Raised store sales by an average of 175%
- ✓# Awarded as Stellar Rep

Education

University of Vienna

Master of Arts (MA), Communication and Media Studies · (2017 - 2020)

Simon Fraser University

Bachelor of Fine Arts (BFA), Theatre Study · (2004 - 2008)