

## Expertise

- Brand Strategy
- Event Planning
- Public Relations
- Digital Marketing
- Content Creation
- Product Management

## Language

- Mandarin Native
- English Proficient
- French Elementary

## Work Experience

Nov 2023 - Present  
Taipei, Taiwan

### **CHARLES & KEITH GROUP | CHARLES & KEITH, PEDRO**

#### **Public Relation Manager**

- Led a team in developing a local PR strategy through media plans and influencer collaborations, boosting PR value by 37% in 6 months.
- Formulated new product launch plans to broaden reach and drive sales, resulting in 2500 pieces sold in 2 weeks.
- Implemented CSR projects that strengthened community engagement and elevated the brand reputation through initiatives such as collaborating with various institutions.
- Organised media/KOL/CRM events to maximize reach and engagement.

May 2021 - May 2023  
Taipei, Taiwan

### **Boardriders | Quiksilver, Roxy and Rvca**

#### **Assistant Marketing Manager**

- Led marcom strategies to enhance digital impact, strengthen media relations, and build influencer partnerships, driving multi-channel engagement.
- Implemented GTM plans, measured sales performance, and optimized results through real-time adjustments and cross-functional collaboration.
- Led 2 crossover projects, engaging 500+ celebrities and influencers, resulting in a remarkable 156% growth in online media exposure over 2 years.
- Achieved 16% organic follower growth and increased the conversion rate through targeted campaigns and sales promotion on social media within a month.

## Work Experience

Jul 2019 - May 2021

Taipei, Taiwan

**Biotiction Co. Ltd. | For Beloved One**

**Assistant PR and Marketing Manager**

- Led a global rebranding initiative with cross-functional teams, effectively adapting it to both local and international markets, revealing in 6 countries.
- Conducted market research, analyzed performance and consumer insights to create GTM strategies, driving new product development and boosting sales.
- Curated creative brand campaigns and implemented OMO strategies to effectively engage the target audience across channels.
- Executed website redesign, optimized SEO, content creation, promotional strategies, resulting in a 21% increase in web transactions.

Oct 2018 - Mar 2019

Taipei, Taiwan

**Amorepacific Co. | Laneige**

**PR Supervisor | Contractor**

- Localized PR communication plan with press events and influencer collaborations, achieving 100% media coverage and social media engagement.
- Crafted content, press release, collaborated on advertorials with media partners, and maintained strong relationships to maximize exposure benefits.
- Managed budget allocation for PR projects and conducted comprehensive ROI evaluations for each initiative.

Apr 2016 - Apr 2018

Taipei, Taiwan

**AIM PR Consultant Agency**

**PR Account Supervisor**

- Led a team to implement a rebranding strategy including product positioning, ambassador endorsement, PR events, and digital communication, resulting in 120% media exposure and doubling the follower growth.
- Organized multiple product launch press conferences and consumer events, effectively enhancing brand visibility, consumer engagement, and strengthening media relationships.

## Education

2012 - 2013

**Glasgow Caledonian University**

International Fashion Marketing | Master of Science

2009 - 2010

**Studio Berçot**

Fashion Design Program

2005 - 2009

**Shih-Chien University**

Applied Foreign Language | Bachelor of Business

