

## **Ian Chen**

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### **SUMMARY**

A progressive marketing specialist with expertise in designing, planning, coordinating and executing promotional strategies to promote growth, maximize probability and enhance brand image. Key areas of expertise include: Digital content strategy, Site Design & Code, Email Marketing, Marketing Communication, Brand Development, and coordinating critical / major events.

- Adobe Photoshop & Illustrator
- JavaScript
- HTML / CCS
- Bi-lingual in English and Mandarin

### **PROFESSIONAL EXPERIENCE**

#### **Walong Marketing, Inc.** **Marketing Specialist**

2013 – Present

- Customize marketing solutions to address product needs and increase overall brand awareness. (Launched a web campaign for VeWong Product that achieved 2.4 million digital impression in 2017, which yielded 0.46% CTR that's much higher than industry benchmark of 0.13%.)
- Manage end-to-end marketing strategies, from design to execution stage. (Responsible for company annual marketing proposal [\$200k total spend] that includes product demo, marketing materials, web campaign, and product rebate.)
- Develop objectives and deliver presentations to both internal and external customers to align marketing goals.
- Prepared marketing report and provided updates quarterly to management team so management is aware of the status of each campaign.
- Organize conferences, trade shows, and major events that are critical to company's bottom-line to promote brand image. (Successfully operate the large-scale business activities of booth size up to 70' x 10')

#### **FSP Group USA** **Marketing Specialist**

2011 – 2013

- Developed and maintained design on advertising, marketing, website and media.
- Implemented procedures to maximize brand popularity through multiple web search results.
- Managed sales communications regarding new marketing campaigns.
- Planed and coordinated informational, social, LAN party and trade show events.

#### **Pacific Jeanswear Inc.** **Graphic Designer**

2007 – 2011

- Developed concepts and designing all center collateral material
- Collaborated with market department to develop attractive advertising strategies
- Worked with center staff to generate information and approvals for materials

**Cartoon Network Studio** 2006 – 2007  
**Internship - Production Assistant**

- Worked closely with production and yard staff to ensure quality production
- Maintained production specification data
- Brainstormed with artists and production managers for creative ideas

**T-Mobile Authorized Dealer (Cellular X)** 2003 – 2006  
**Sales Manager**

- Designed new marketing promotion plans and presented to company's executives.
- Trained, motivated and evaluated sales staff
- Explained different service plans to customers based on their needs and handled their special requests

## **EDUCATION**

**California State University - Fullerton, Fullerton, CA** 2006  
Bachelor of Fine Art (Concentration: Animation entrainment art)

**Mt. San Antonio College, Walnut, CA** 2003  
Associate degree of Business Administration