

# Wendy (Chen-Hsuan), Wu

Permanent U.S. Resident / Green Card Holder

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## Work Experiences:

**\*HONGKUN USA 06 / 2018 - PRESENT**

### **<Marketing Manager>**

Branding and Positioning:

- Lead designer for *Weehawken 1800 Project*:

- Located in the mid-point of New Jersey Gold Coast waterfront, convenient commute to Manhattan and Jersey City, Weehawken 1800 is the first luxury condominium apartment project launched by Hongkun in the U.S. market.

- In charge of vendor-management: such as creative agency, multimedia system team, 3D rendering studio, video crew, projection-mapping studio, and print production vendors. As the daily contact to ensure vendors to design, deliver and develop new marketing outlets for maximum exposure.

- Managed and adjusted marketing budget; optimized 2019 Q3 and Q4 budget by absorbing some of the creative tasks in-house to reduce the cost by 30% from the original contract.

- Delivering successful and high impact marketing campaigns across mediums (print collaterals, websites, marketing suites, advertising, videos, etc.)

- Planned and successfully launched a series of marketing events, including the groundbreaking ceremony for the *Weehawken1800 Project*.

- Planned and implemented content strategies and campaigns to increase the visibility of the brand. Gathering and analysis of data to determine ROI and success measurements for all marketing campaigns and events.

Corporate Marketing:

- Managed an in-house team to create and deliver marketing collaterals such as branding videos, pitch-books, event invites, websites, indoor and outdoor ads, and other print productions.

- Manage social media accounts such as Instagram, Facebook, WeChat, ...etc. Curating placemaking initiatives, events/activations, and ongoing digital content for different markets (Chinese v.s. USA domestic market).

- Made and drafted marketing budget proposal for 2019 and 2020; review with the director monthly and made adjustments when needed.

- SEO management for social media marketing, optimized search advertising, and programmatic advertising. Experienced with basic HTML & CSS, in charge of maintaining 3 separate websites for Hongkun USA.

**\*BRETT MATTHEWS PHOTOGRAPHY 07 / 2015- 05 / 2018**

### **<Senior Graphic Designer/Digital Media Strategist>**

- Plan and propose social media strategies, create a dynamic and interesting social media voice to improve engagement with targeted audiences that drives more traffic to the main website and the blog

- Maximize events, press, promotions and executive outreach on social media platforms

- Plan, present and manage timeline of seasonal promotions for particular channel(s)

- Assist in the collaboration and work provided by outside vendors, media outlets and marketing alliances

- Assists in activation of the marketing/sales operations with organizational strategic priorities in a timely and professional manner; adjusts to short term realities while insuring long-term goals and objectives are met

**\*ZENIQUE 06 / 2012 - 07 / 2014**

### **<Graphic Designer/ Marketing Associate>**

- Market and trend research, responsible for new product line development

- Lead design for product packaging, store/trade-show installation, and official website

- Social media platform (Facebook, Instagram) and official website content management

- Weekly newsletter and blog content curation

## Education

New York University, New York, NY Master of Art (MA)  
in Graphic Communications Management, May, 2016

Cumulative GPA: 3.93

Parsons The New School for Design, New York, NY Bachelor of Fine Arts (BFA)  
in Communication Design, May 2011

Cumulative GPA: 3.13 Major GPA: 3.25