

Gracie Guan

Mobile: (083) 456 4795 | gracie.yy.guan@gmail.com | [LinkedIn](#) | Dublin | Eligible to work in Ireland full-time

PROFILE

Versatile professional with a Master's in **Interactive Digital Media** and extensive experience in **digital marketing**, **project management**, and **UX design**. Skilled in developing and executing integrated marketing campaigns, managing **cross-functional** teams, and creating user-centric digital experiences. Combines **analytical thinking** with **creative problem-solving** to drive user engagement and business goals across various industries.

EDUCATION

Trinity College Dublin | Master of Science in Interactive Digital Media | 2023 - 2024
First Class Honours; Key focus: UI/UX Design, Frontend/Backend Programming, Data Visualisation, Digital Media Law

South China Agricultural University | B.Econ. in Finance & B.A. in Editing of Broadcasting and Television | 2010-2014
Key Focus: Statistics, Financial Analysis; Photography, Video & Audio Editing, Script Writing, Advertising Studies

WORK EXPERIENCE

Senior Branding and Communications Manager

Sharkgulf Technology Co., Ltd., | Shanghai, China | Nov. 2019 - Jun. 2023

- **Branding:** Developed branding strategies and visual identity system for 4 target markets, creating comprehensive marketing materials for distributors and end-users.
- **Public Relations:** Established PR guidelines for 3 products; cultivated relationships with 30+ key media outlets and influencers to enhance brand visibility.
- **Official Website:** Collaborated with in-house designers and developers to build an official website, implemented SEO and catered to multiple stakeholders across 3 languages and 4 main target markets.
- **Market Research:** Led the market research for electric scooter products, conducted in-depth user and distributor interviews, and formulated firsthand market insight and analysis for the R&D department.
- **Product Launch Event:** Managed two product launch events, collaborated with cross-functional teams to produce launch content, and oversaw execution for partner agencies. Secured over 1 million euros in revenue by obtaining 20+ dealership offers and 300+ user pre-orders before product mass production.
- **Test Drive Event SOP:** Developed standardised test drive event procedures and visual materials, enabling distributors to host successful events within €5,000, achieving a 60% reservation-to-purchase conversion rate.
- **Project Management:** Evaluated potential business collaboration opportunities, managed supplier relationships, and optimised resource and budget allocation.

Content Marketing Manager

GroupM China | Guangzhou, China | Jul. 2018 - Jun. 2019

- **Integrated Marketing Campaigns:** Led the planning and execution of integrated marketing campaigns for 5 clients, coordinating resources and ensuring projects were delivered on time and within budget.
- **Project Management:** Managed end-to-end entertainment marketing projects, from creative planning to execution and analysis.
- **Project Execution:** Secured a 254% ROI for Carabao through product placement project, and generated over 10x the collaboration fee in ticket revenue for Chimelong through a movie roadshow partnership.
- **Cross-functional Collaboration:** Collaborated with cross-functional teams, including media purchase and production, to ensure seamless project implementation and achieve client objectives.

- **Account Management:** Managed client accounts, recommending tailored media collaborations and liaising with external partners to optimize campaign performance.

Marketing Planner

Meizu Technology Co., Ltd. | Zhuhai, China | Mar. 2015 - Mar. 2018

- **Marketing Planning:** Developed and executed collaborative marketing strategies with media platforms and influencers for product launches and promotional campaigns.
- **Content Creation:** Managed official social media accounts on video platforms, acquiring 60M+ views and 40k+ followers for the official social media account. Launch and monitor the flagship product public relations articles, achieving a reading volume of 300-500k views per article.

FREELANCE EXPERIENCE

Writing Expert for AI Training | Outlier | Dublin, Ireland (Remote) | Apr 2024 - Present

- Utilize Prompt Engineering techniques to train and improve Large Language Models (LLMs).
- Evaluate AI-generated content for accuracy, fluency, helpfulness, safety, and adherence to prompts.
- Develop strategic prompts to train AI models on various topics in single-turn or multi-turn conversations.
- Invited to join the Oracle team within two months, recognition of top-tier performance.

PROJECT EXPERIENCE

NOMNOM App (Master's Final Project) | Project Manager, Product Designer & Developer | June 2024 - Aug 2024

- Led a 6-person team to create an AI-powered restaurant menu discovery app, transforming user-uploaded menus into accessible, text-based interfaces using Gemini API.
- Developed with React Native, MongoDB, and Google Cloud, completing the MVP in 2 months with no budget.
- Conducted UX research, designed core functionalities, and created a Business Model Canvas to align the team on product vision and business potential.

TCD Renters' Network Website (Volunteer) | UX Designer, Frontend Developer | Feb 2024 - May 2024

- Collaborated with TCDSU to build a website empowering TCD student renters to take action.
- Developed information architecture prioritizing calls to action and key resources.
- Created a cohesive design system and UI/UX focused on a clear call to action and emotional connection.
- Designed illustrations and developed frontend with Vue.js to enhance website user-friendliness.

IDM Showcase Website (Volunteer) | UX Designer | May 2024 - Present

- Designed a minimalist website to increase online exposure for IDM students and their final projects.
- Collaborated on UI & UX design to highlight key aspects of each project and individual talents.
- Produced SEO recommendations document, optimizing website visibility and discoverability.

SKILLS

- **Language:** Fluent in English (C1), Native in Mandarin and Cantonese
- **Key Skills:** Product Marketing, Market Research, Prototyping, UIUX Design, Communication, SEO, Creative Problem Solving, Teamwork, Ownership, Project Management, Budget Planning
- **Design:** Figma, Adobe Creative Suite (Illustrator, Photoshop, Premiere, Lightroom), Blender, Audacity, Reaper
- **Development:** HTML, CSS, JavaScript, Vue.js, React, Node.js, MySQL, MongoDB

HOBBIES & INTERESTS

- Drawing for over 20 years, self-taught sketching and illustration, freelance illustrator.
- Playing video games since the age of 4, with more than 2,000 hours invested in AAA games.
- Like to try out AI tools. I explored the real-world application of LLMs in both my dissertation and final project.