

## 聯絡

cch406@stern.nyu.edu

www.linkedin.com/in/joannecchsu  
(LinkedIn)

## 熱門技能

Digital Marketing  
Integrated Marketing  
Content Marketing

## Languages

Mandarin/ Chinese (Native or Bilingual)  
Taiwanese (Native or Bilingual)  
English (Full Professional)

## Certifications

Strategic Thinking

## Honors-Awards

2014 Excellence for Best Use of Public Relations  
2014 Diamond for Excellence in Public Relations  
2014 Winner of Corporate Branding Campaign  
2014 Winner of Brand Communication  
2014 Excellence of Corporate Social Responsibility

# Joanne Hsu

Senior Brand Marketing Manager | Expert in Brand Management, Strategic Marketing and Product Management  
美國 加利福尼亞州 La Puente

## 簡介

A brand equity builder and a product marketer who has a unique combination of analytical and creative capabilities. Accumulate 9 years professional and academic experiences in marketing with focus on brand management, integrated marketing, digital marketing, and content marketing.

I enjoy uncovering consumer insights and building connections between consumers and brands. I am passionate about helping brands to communicate in a smart, efficient, and powerful way through savvy marketing strategies.

I am a keen traveler with cross-culture experiences in managing international brands across the U.S. and Asia. Constantly seeking new career challenges and would love to discuss any career opportunity in more detail. Fully bilingual in English and Chinese.

★ Core Competencies: Brand Marketing • Digital Marketing • Content Strategy • Brand & Product Launches • Integrated Marketing Communication • Social Media Marketing • Product Management

★ Industry Focus : Fast Moving Consumer Goods • Food & Beverage • Airline

I can be reached at cch406@stern.nyu.edu.

## 經歷

Morinaga America  
Senior Brand Marketing Manager  
2022 年 6 月 - Present (2 年 9 個月)  
Irvine, California, United States

Leading Brand Marketing Team and overseeing HI-CHEW brand marketing strategy and activities to grow brand awareness and household penetration.

- ★ Overseeing 360 degree brand communication and content across social media, PR, digital advertising, CRM, TV/CTV, sampling, licensing/ partnerships, traditional and trade advertising programs, CSR, tradeshow, etc.
- ★ Building a powerful short-term and mid-term brand communication strategy to strengthen brand's core message with the target audience and optimize resources through different channels.
- ★ Managing multiple agency partners and internal marketing team members to ensure the brand messages are consistent and cohesive across channels.
- ★ Guiding new product strategies and opportunities through conducting consumer research, analyzing category trend and sales data.
- ★ Managing D2C e-commerce business strategy to seize growth opportunities and optimize business efficiencies.
- ★ Overseeing Customer Relations Management to ensure customer satisfaction and constant improvement of complaints handling procedures.

## Lee Kum Kee USA

### Strategic Planning Manager

2020 年 10 月 - 2022 年 4 月 (1 年 7 個月)

Los Angeles, California, United States

Planning, managing and coordinating cross departmental projects to support the Americas zone's (including the United States, Canada, and Central South America) development and execution of long term strategies and improvement in sales & operation efficiency.

- ★ Leading and managing the New Product Development process and projects.
- ★ Developing strategic initiatives and following through action plans for all the key functions and operation units to ensure strategic alignment and synergy and address key business issue.
- ★ Overseeing and managing marketing budget across channels in America's zone to improve efficiency.

## Eastland Food Corporation

### Brand Manager

2017 年 10 月 - 2020 年 9 月 (3 年)

Los Angeles, California, United States

Managing numerous food & beverage brands including but not limited to beverage, snacks, coffee, ready-to-eat, and frozen categories. Building brand equity by developing high-impact integrated marketing strategies using

social media, online ads, TV ads, influencer marketing, trade shows, trade promotions, and demo events. Managing global supplier relationship and collaborating with five nationwide branches to streamline the workflow and maximize business profit.

## Sweetist

### Marketing Manager

2016 年 6 月 - 2016 年 8 月 (3 個月)

New York City Metropolitan Area

Managed all social media accounts for Sweetist including devising content strategy and developing editorial content calendar. Created strategic and quality content that ensures consistency with the brand's voice. Identified consumer insights using Google Analytics and implementing social listening. Designed social media analytics reports providing performance track, insights, and recommendations to CEO for improvement.

#### [Accomplishments]

- Created weekly content for all social media channels - Facebook, Twitter, Instagram, and Tumblr.
- Raised 9% of Sweetist Facebook followers in three months by creating user-focused content.
- Decreased email bounce rate by 30.4% by performing content strategy and A/B testing.

## Uzeeum

### Marketing Specialist

2016 年 6 月 - 2016 年 8 月 (3 個月)

New York City Metropolitan Area

Analyzed and improved Uzeeum site's UI/UX using Google Analytics. Made recommendations for website feature improvement, content optimization, and functionality enhancement to increase site traffic. Defined and tracked success metrics and created actionable report and dashboard to support business objectives.

#### [Accomplishments]

- Incremented site traffic by 16.93% by improving UX and implementing competitive analysis.
- Attained 11.72% new users by optimizing acquisition channels and enhancing SEO strategies.

- Increased 14.57% page views and 9.31% average session duration by optimizing site content.

## O Theater

### Marketing Project Manager

2015 年 3 月 - 2015 年 7 月 (5 個月)

Taipei, Taiwan

Managed a project-based marketing plan to promote the show “Goodbye, Molly” and boost ticket sales. Increased public awareness of the show by crafting media pitch and obtaining news reports. Managed marketing collateral production and enhanced target audience engagement through social media content strategy.

#### [Accomplishments]

- Grew 35% ticket sales by implementing Facebook paid ads, online promotions, and PR strategy.
- Increased total sales by 27.65% by executing promotion plan and developing branded products.
- Won sponsorship from L'Occitane and Taiwan Life Insurance.

## Ogilvy

### Public Relations Account Manager

2010 年 12 月 - 2014 年 12 月 (4 年 1 個月)

Taipei, Taiwan

Led a team of four specialists to manage a diverse retainer and project-based client portfolio. Provided PR consulting services for new brand/product launch, branding strategy, crisis management in the form of press conference, media gathering, consumer events, seminar, CSR, media training, and media interview. Developed strategic communication plans with solid brand messaging frameworks, channel strategies, and implementation plan.

#### [Accomplishments]

- Managed and led 30 projects and over 20 international brands such as L'OREAL, Unilever, EVA Airline, McDonald's, LINE, PepsiCo, Pfizer, Philips, and Otterbox.
- Grew division revenue by 68% in a year by winning new businesses.
- Created two award-winning campaigns: “2013 EVA Airline ‘I See You’ brand image communication IMC campaign” and “2011-2014 L'OREAL Taiwan Outstanding Women in Science CSR campaign”.
- Won Ogilvy Asia Pacific's Young Stars in 2014.

---

## 學歷

New York University

Master's Degree, M.S, Integrated Marketing · (2015 - 2017)

California Institute of Advanced Management (CIAM)

MBA, Executive Management and Entrepreneurship · (2018 - 2020)

Fu Jen Catholic University

Bachelor's Degree, B.A, Journalism & Communication Studies