



Business Development & Marketing Intern (US Market)

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| - Lifestyle Design Center | Oct. 2023 - Present |
| - Audio Product Development Department | Nov. 2022 - Oct. 2023 |
| - Digital Lifestyle Business Unit | Jul. 2021 - Nov. 2022 |
- Developed and executed digital marketing strategies for ScreenBar Series, treVolo U, beCreatus DP1310, and ideaCam, each at different stages in the North American market.
 - Identified potential targeted in-market segments and implemented Influencer Marketing, Online Advertising, SEO/SERPO, PR Releases, and Social Listening & Response to increase sales on BenQ's Official Website and Amazon.

Influencer Marketing

- Collaborated with influencers to produce **over 250 pieces** of content encompassing YouTube videos, social media posts, and live streams, catering to different target audiences to introduce and review our products
 - [Modern Office Makeover & Desk Setup Tour 2021 - Work From Home Setup \(YT\)](#)
 - [WFH & cozy gaming setup 2022 \(Reddit\)](#)
 - [BenQ ideaCam S1 PRO review - Dual Mode Webcam \(YT\)](#)
 - [BenQ treVolo U review: Voice clarity and wireless freedom \(Media\)](#)
 - [BenQ beCreatus Hybrid Dock review \(Media\)](#)
 - [@benq_lighting_usa x @ghettobird83 | Collaboration | \(IG\)](#)
 - [Spark your creativity and share your ideas all-in-one motion! \(IG\)](#)
 - [Say what? New 'dialogue speaker' clarifies voices. \(PR\)](#)
 - [How many screens do you use on your setup? \(TikTok\)](#)



- Impressions increased greatly after excluding irrelevant topics in Topic Targeting

Social Listening & Response

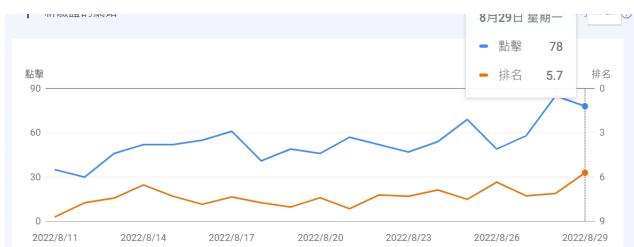
- Tracked relevant online conversations about our products and competitors, and conducted **content and sentiment analyses**
- Acted against competitors and **increase awareness of our products' advantages**

Google Ads

- Monitored and optimized Google Ads campaigns from aspects including keywords, placements, audience segments, and so on
- Utilized **Google Analytics** to evaluate the quality of landing page traffic

A screenshot of a Reddit thread titled "RGB Free". The post itself is a link to a product page. Several comments below mention the product, such as "NOT here to say RGB like all the other comedians, but some kind of lamp or on-monitor light..." and "Finally, a monitor light that has a solid build quality and won't break the ...". The interface shows typical Reddit features like upvoting, commenting, and sharing.

- Use “Mention” to monitor the web



- The product page ranked from 8 to 6 and the clicks/day from 35 to 78 after the optimization

SEO/SERPO

- Improved the **ranking** of official pages and collaborated media posts in search engine results by integrating **hot keywords** into content and collaborating with **high domain authority media websites**
- Conducted competitive analysis and **fill the content gap**

With the strategies executed by the above tactics, our team effectively increased sales growth with **QoQ by 30%** and **YoY by 158%**.

