



Business Development & Marketing Specialist (US Market)

- Developed and executed digital marketing strategies for ScreenBar, treVolo U, ideaCam, beCreatus DP1310, and GR10, 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 — driving sales growth on BenQ's official site and Amazon channels
- With the strategies executed by the above tactics, our team effectively increased sales growth with **QoQ by 29%** and **YoY by 158%**

Influencer Marketing & Media Collaboration

- Drove the creation of **250+ content pieces** (YouTube, social, livestreams) through collaborations with influencers and media outlets — tailored to audience personas and product positioning
 - [The best Steam Deck dock 2025](#) (Media: GamesRadar+)
 - [BenQ beCreatus GR10 USB4 dock review](#) (Media: TechRadar)
 - [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](#) (YouTube)
 - [BenQ treVolo U review: Voice clarity and wireless freedom](#) (Media)
 - [BenQ beCreatus Hybrid Dock review](#) (Media)
 - [@benq_lighting_usa x @ghettobird83 | Collaboration](#) (Instagram)
 - [Spark your creativity and share your ideas all-in-one motion!](#) (Instagram)
 - [Say what? New 'dialogue speaker' clarifies voices.](#) (PR)
 - [How many screens do you use on your setup?](#) (TikTok)