



## 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

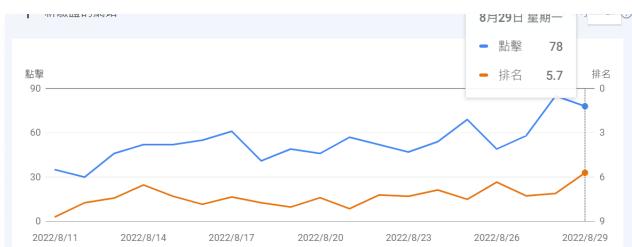
- Tracked relevant online conversations about our products and competitors, and conducted **content and sentiment analyses**
- Acted against competitors and **increase awareness of our products' advantages**

## 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

The screenshot shows a search results page on Reddit for the query "RGB Free". The results include several posts from different subreddits and websites. One post from reddit.com discusses RGB lighting and its benefits. Another post from chevymotor.org asks what a specific monitor light does. The interface includes 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 doubled after the optimization

## SEO/SERPO

- Improved the ranking of official pages and collaborated media posts in SERP by integrating **hot keywords** and collaborating with **high-domain authority media** websites
- Leveraged “Similarweb” and “Ahrefs” for in-depth analyses, extracting insights to shape content optimization strategies

With the strategies executed by the above tactics, our team effectively increased sales growth with **QoQ by 29%** and **YoY by 158%**.

