



# Yu-Chi TSAI (Cassie)

Helmstedt, Germany

## B2B Marketing Specialist

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### ABOUT ME

Results-driven B2B Marketing Specialist with a track record of scaling digital presence, including a 6,383% increase in LinkedIn impressions and a 145% boost in engagement rates. Expert in executing Go-To-Market strategies and product launches within the DACH region for global tech leaders. Adept at bridging the gap between R&D and sales to translate technical innovations into measurable business growth.

### WORK EXPERIENCE

#### B2B Marketing Specialist | YEESMA

2025-Present, Germany

**Developed Digital & offline Marketing Strategy for Innovative technology, strengthen the brand visibility.**

- Established the company's brand in its early stage, including building the official website with strategic SEO and developing LinkedIn and email campaigns, **successfully attracting several key potential clients and securing new contracts worth over €130K.**
- Directed all marketing initiatives, including global conferences and exhibitions, webinars with IEEE, and campaign KPI and CRM analysis, **resulting in 20+ qualified leads and a 73% increase in webinar attendance.**
- Drove LinkedIn growth: +6,000% impressions and +2,500% followers within a 3-month period.
- Led customer meetings and developed sales materials and business proposals to engage key clients.
- Introduced latest sustainable solution to global OEMs and Tier 1s, gathered customer technical feedback for R&D, and supported the sell-out process.

#### Marketing Specialist | Huawei Technology

2024-2025, Munich, Germany

**Oversee the planning, execution, and optimization of LinkedIn paid campaigns supporting global and regional initiatives.**

- Directed global campaign and event initiatives from concept and proposal design through stakeholder coordination with 5 regional sales leads, cross-functional collaboration with headquarters, and successful execution.
- Created multi-channel content for social media, websites, brochures, and sales materials to deepen customer engagement and expand the company's business presence in the DACH region.
- Managed B2B platforms, achieving a +145% in engagement rate and a +70% in impression over a 6-month period.**
- Localized marketing materials and customized proposals for key clients in the DACH region.
- Introduced product showroom and latest solution to key clients in the DACH region, and collaborated with the sales team by preparing market insights, resulting in 5+ qualified C-suite leads.

#### Market Research Coordinator | Cerner Enviza (Oracle)

2022-2023, Taipei, Taiwan

**Foundational skills in market and competitive analysis for medicines.**

- Conducted market research to ensure client product and marketing content aligned with local market requirements.
- Analyzed product and competitor intelligence, applied market segmentation, and delivered actionable recommendations to support local sales strategy and multi-channel management.

### KEY SKILLS

#### Digital Marketing & Data Driven Optimization

**LinkedIn Marketing, SEO, Technical Content Creation, Company Youtube & Official Website Building**

- LinkedIn Performance Marketing:** Led the LinkedIn strategy for YEESMA and Huawei Antenna, using all available conversion data and A/B testing targeting, ensuring to hit main KPIs such as Driver Leads, Customer Acquisition, Business Leads, within the given budget
- Website Building (SEO):** Designed and built the company's official website ([yeesma.com](https://yeesma.com)) with SEO and technical content creation (Motor Tech), and led the domain migration and design for the IEEE EMTC official website (HTML).

#### Campaign & Conference Development

**Initial planning, venue coordination, marketing material design, communication with all stakeholders and suppliers, and business development with customers**

- CTI Symposium 2025 (Automotive):** Spearheaded the company's showcase at the CTI Symposium 2025 in Berlin, leading exhibition organization, presentation preparation, and marketing material development to ensure a smooth workflow and maximize brand and business exposure at the event.
- Antenna Expert Talk (Wireless):** Led the coordination for Huawei's Antenna Expert Talk 2025 in Europe, including venue arrangements and preparation of the event host's presentation.

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## KEY SKILLS

### Expert Interview Planning & Client Engaging

[Interview Content Planning](#), [Script Writing](#), [Interview Hosting](#), [Video Editing](#), [Collaboration with Partners & Customers](#)

Directed several series of company promotional campaigns and automotive expert interviews, resulting in a 5× increase in impressions and engagement rate growth from 3.2% to 49%.

Link: [YEESMA co-Founder's Interview](#) / [Expert Interview with Prof from Unimore](#) / [Antenna Talk](#) / [Aros' Motor Lab Tour](#)

### Sales Growth & Customer Acquisition

[Channel Strategy & Development](#), [Partner Relationship Management](#), [GTM Strategy](#), [B2B Sales](#), [Negotiation](#), [Market Entry](#)

- **Customer Meetings:** Engaged with well-known German, Swedish, and Italian OEMs and Tier 1 automotive suppliers, generating 10+ qualified leads and securing new contracts.
- **Investor Pitch Deck:** Collaborated with European organizations and U.S. investors, supporting the company in [securing approximately €1.5M in seed funding](#).
- **Indonesian Startup (BOONORO):** Led market entry efforts by developing social media marketing strategies and proactively conducting B2B cold calling, [achieving a 25% increase in quarterly revenue](#) and successfully building an initial customer base.

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## EDUCATION

### Montpellier Business School

Montpellier, France

[Master of Science](#) | [International Business](#)

- Global Marketing, B2B, Project Management, Global Supply Chain, Entrepreneurship
- **Master's Thesis:** Analysis of Digital Marketing for Different Brands of Medications in France (Final grade: 19/20)
- **Overall GPA :** 15.82 / 20 (Excellence)

### Taipei Medical University

Taipei, Taiwan

[Bachelor of Business Administration](#) | [Health Care Administration](#)

- Physiology, Medicine, Biotechnology, Biostatistics, Health Care Law, Hospital Management
- **Research Project:** Market Analysis of Biologics for Rare Disease, NMOSD (Final grade: 96/100)
- **Overall GPA :** 3.58 / 4.0 (Excellence)

### National Taipei University

Taipei, Taiwan

[Bachelor of Science](#) | [Finance and Cooperative Management](#)

- Cost Accounting, Financial Management, Financial Statement Analysis, Economic, Banking

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## TECHNICAL TOOLS

HubSpot, Canva, CapCut, Adobe, Power BI, MS Office Suite

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## CERTIFICATION

- Foundations of Digital Marketing and E-commerce | [Google](#)
- Measure and Optimize Social Media Marketing Campaigns | [Meta](#)
- Culturoscope Intercultural Competence | [SIETAR France](#)
- Certified Medical Informatics Manager | [Taiwan Association for Medical Informatics](#)

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## LANGUAGES

English, Chinese, Taiwanese, French(Intermediate), German(Intermediate)