



Yu-Chi TSAI (Cassie)

B2B Marketing Specialist

cassie.tsai@penorchi.com | +33 7 44 73 99 30 | www.linkedin.com/in/yu-chi-tsai

Helmstedt, Germany

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 (yesma.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.

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 5x 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.

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

TECHNICAL TOOLS

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

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](#)

LANGUAGES

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