

# Ke Han Chen

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MA. Global Marketing

Multicultural mind

Strong communication and negotiation skills

Outstanding leadership and teamwork

Good execution

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## EDUCATION

### Emerson College, Boston, USA

Master of Arts in Global Marketing Communication and Advertising

Expected: Jun. 2016

### Shih Hsin University, Taipei, Taiwan

Bachelor of Business Administration in Communication Management

Jun. 2013

## PROFESSIONAL EXPERIENCE

### KINGSTATE ELECTRONICS CORP, Taiwan

Marketing Manager, Global Marketing Department

Jan. 2015 - July. 2015

- Coordinated the preparation of all the marketing materials for the Sales Team for the 2015 FIEE (International Trade Fair of Electrical and Electronics) in Sao Paulo, Brazil
- **Negotiated distribution with 15 pharmacy chains**, and created a marketing plan for Acer's Hearing Aids launch
- Collaborated with the Sales Team and R&D engineers for customer relationships maintaining

### CATHAY HOSPITALITY MANAGEMENT, Taiwan

PR & Production Lead, Marketing Department

Jun. 2014 - Dec. 2014

- Executed marketing campaigns and holiday promotions from start to finish under tight deadlines and limited budget
- **Organized VIP parties with luxury brands** such as Audi, Glenfiddich Whisky and Beast Kingdom
- Negotiated cross-industry partnership with XBOX and launched the "XBOX Experience" in guest rooms
- Led business development initiative and **increased growth partnership by 400% with 15 credit card companies**
- Designed special promotions with Dior for the luxury afternoon tea sets, which increased restaurant revenue by 25%
- Develops new channels such as EZTABLE and GROUPON to sell deals and leverage new customers
- Managed social media accounts such as Facebook and Instagram, and maintained relationships with TripAdvisor

### ELITE PR GROUP, Taiwan

Senior Account Executive, E-Commerce Team

Aug. 2013 - May. 2014

- Oversaw Facebook Taiwan's media operations, implemented PR risk management, produced daily competitor reports
- **Operated press release for GROUPON including media pitches CEO interviews and merchant stories which created \$10,000 USD of ad value each month**
- Announced GROUPON mobile APP to enhance downloads and publicized seasonal promotions to increase 10% sales
- Moderated press conference and media events for Rakuten, which created \$27,000 USD of ad value each month

### EZTABLE Inc.

Marketing Intern, Global Marketing Department

Aug. 2012 - Jun. 2013

- Administered official blog for the company and **monitored specific metrics (CPC, ROI) for SEO**
- Improved ROI by 10% by partnering with celebrities and websites to leverage new customers through content marketing

## Charity

PR Volunteer, Design For Change Global Nonprofit Organization Taiwan Department

Oct. 2012 - Jan. 2014

- Arranged award ceremonies, planned press conferences and pitched media coverage
- Hosted design thinking workshops and fundraising to sponsor events

Marketing Assistant, Pivot Study Inc.

May. 2014 - Sep. 2014

- Planned and moderated rural high school summers camp

## SKILLS

Language: Mandarin Chinese (native), English (fluent)

Computer: MS office, SPSS, E-Commerce

Certification: International Marketing Certificate (Chinese National Export Enterprises Association)