



# CORE BUSINESS OPERATIONS PORTFOLIO

---

FEI FANG

# ABOUT ME

---

*Hello!*

*I am a commercially aware Core Operations Manager who develops tech-empowered, agile, cost-effective business processes that maximize the ROI for global digital marketing services. I Lead 6-person global operations team & external consultants who develop event marketing services, brand awareness email campaigns, & customized marketing consultations that generate \$5M annual revenue on average. My approach leverages an entrepreneurial mindset with data-driven insights sourced by consistently evaluating metrics and refining processes. I consult customers to identify new opportunities to deliver customized digital, social and event marketing projects with quantifiable results.*

# CONTENT

---

- ❖ Highlights of Marketing Projects Deliverables
- ❖ Brand-Awareness Campaigns
- ❖ Marketing Collateral Management
- ❖ Business Operations Workflows

# B2C Event Marketing

## Highlights:

- ❖ 30+ expos; 1500+ overseas attendance
- ❖ Countries include India, Turkey, UAE, Kuwait, Saudi Arabia, Bahrain, Qatar, and Oman
- ❖ Developed multi-language email campaigns with Mailchimp and MikeCRM
- ❖ Executed SEM campaigns using Google Adwords



# Virtual marketing Webinar

## Highlights:

- ❖ 5+ audience groups, including attorneys, international students recruiters, immigrant investors, financial intermediates and education agents
- ❖ Rated by one sponsor “the most cost-effective lead-generation marketing platform”
- ❖ Developed a highly interactive webinar program; over 75% of webinar attendees stayed more than 1.5 hours
- ❖ Set up an integrated end-to-end event operation process from marketing to event execution



# B2B Event Marketing

Highlights:

- ❖ 12+ summits; 1440+ government-certified agents
- ❖ Countries include China, Korea, Taiwan, Vietnam
- ❖ Developed multi-language telemarketing cold-calling campaigns and trained overseas telemarketers



# Lead-Generation Seminar

## Highlights:

- ❖ 30+ cities across USA; 100+events; 3000+ investors
- ❖ Developed integrated marketing campaigns with pay-per-click, emails and SMS to drive event registrations
- ❖ Over 65% of event sponsors are returning clients





**Project Was Granted USCIS Expedited  
You Select Attorney - We Cover The Fee**

**CONTACT US**

### **SOUTH FACE VILLAGE EB-5 PROJECT**

USCIS GRANTED EXPEDITED APPROVAL of our project exemplar! We will also request that USCIS expedite investors' I-526 filings to reduce processing time. For more info, please contact:

Brent Hammond, Vice President  
[Invest@southfacevillage.com](mailto:Invest@southfacevillage.com)  
+610-609-8819 (mobile and WhatsApp)  
+610-768-7741 (Office)

#### **About the Project:**

SouthFace Village at Elkhorn is the second phase of a successful luxury vacation home real estate development located in the North Eastern USA. Their sales in the first and second phases are strong. This isn't a new project with job creation and financial projections based only on market studies and forecasts, but a well-established real estate development with a proven success record and strong unit sales both prior to and during the COVID-19 pandemic. In fact, investments are worth double or even tripled during the pandemic as people in neighboring urban states seek refuge in a safe, rural home with outdoor amenities.

- Located in a RURAL Targeted Employment Area (TEA), the project qualifies at the lower \$100,000 investment amount. Rural TEAs do not rely on shifting unemployment numbers so there is minimal risk that the TEA qualification will become invalid in the future.

[View Details](#) [Follow](#) [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Instagram](#) [Pinterest](#)



**INVESTING IN YOUR AMERICAN DREAM**

**CONTACT US ACT NOW**

This has been an eventful summer for the EB-5 Regional Center Program. On June 22, 2021, the California District Court invalidated the EB-5 Modernization Rules that became effective in November 2019. This, among other changes, immediately decreased the minimum investment from \$900,000 back to \$500,000. While many investors successfully rushed to file their I-526 petitions at \$500,000, this period was short-lived as the Program expired on June 30, 2021.

Though the Regional Center Program expired in June, we believe that it may be reauthorized or renewed in September 30, 2021. Upon reauthorization, we expect the minimum investment amount to remain at \$500,000 for some period of time. Please read our [Project Q&A](#) to learn more about...



**点击这里选择参与城市！**

欲知成立美国EB-5项目，ILW不代表任何一家区域中心  
请为您提供与传统EB-5项目不同的视角。

您的朋友，EB-5移民日程或成功案例。

会议于广州(2月10日)、上海(2月12日)、北京(2月14日)主办。移民项目成功的投资商将出席会场及展会，杰出的专业人士将从美国来到国内。众多美国移民建筑以及投资区域中心代表将与您探讨中国项目问题。您亦会获悉美国投资签证的最新发展。会上将提供盒午餐，研商会时间为上午10点至下午4点。您可选择方便的用餐时间：

广州：2月10日 地点在位于广州珠江新城的悦榕酒店

上海：2月12日 地点在位于上海静安虹桥悦椿酒店

北京：2月14日 地点在位于北京的悦榕酒店

# **Brand-Awareness Email Campaigns**

**Email Design**

## ILW美國投資移民會展暨研討會



點擊此處免費註冊

親愛的朋友，

ILW移民項目邀請您于7月26日下週三出席ILW美國投資移民會展暨研討會，屆時人場便送飲食，會上可獲得全午餐。同時參觀時間上午10點至下午4點，歡迎您的蒞臨。



黃春華  
美國移民律師  
美國移民律師團



Matthew Gable  
美國移民律師  
Green and Spiegel LLC | 美國EB-5



李智輝  
美國移民律師  
CAKCO Law Group

**NYC TESLA EB-5 PROJECT**  
A Direct EB-5 Project

Contact: NYC EV MOBILITY  
hello@nycenvmobility.com

CONTACT US

### Opportunity:

NuRide, the largest animal-based transporter company and already a leader in transportation and delivery service with auto repairs and maintenance in New York City, is excited to offer an opportunity for investment in their NYC Electric Vehicle Mobility project, comprising of 50 Tesla Y Long Range Electric Vehicles along with a new state-of-the-art development of a repair and collision center. This planned project will amount to \$11MM in capital funding, estimated to create 104 direct full-time permanent jobs.

In order to incorporate the Tesla vehicles, NuRide will be setting up a 10,000 square foot facility with Tesla superchargers and technology infrastructure for operating the fleet. These Tesla vehicles will be utilized to service NuRide's expanding demand with partner such as Shred, a luxury end-to-end transportation company with a fleet of helicopters. Furthermore, NuRide will partner with their existing transportation network companies (ETNC) partners such as Uber and Curb to provide a greener and cleaner transportation option in the City of New York and the surrounding areas.

## Istanbul Investment Expo



FREE  
REGISTRATION  
HERE



Hilton Istanbul Bosphorus  
Rabbiye Caddesi 45, 34360,  
Sarıyer, Istanbul, Turkey  
November 26, 2016  
1pm through 8pm - any time  
convenient for you

FREE  
REGISTRATION  
HERE

# Brand-Awareness Email Campaigns

Email Design

# Marketing Content Creation

Event Landing Page

Dear Friend,

You are cordially invited to attend the Indian H-1B to EB-5 Seminar - Austin, Sep 10th from 3:30 - 7:00 pm. Find out how you can get your Green Card fast using EB-5. Get all your questions answered by many immigration attorneys and professionals. Have one-on-one interactions with immigration lawyers and professionals to understand ways of getting your Green Card fast.

## **Special Highlights:**

- What is the EB-5 Immigrant Investor Program?
- How does the EB-5 Immigration Process work?
- How does an attorney prepare Source and Path of Funds?
- What about Retrogression?
- How about Job Creation, Regional Center Structure, etc?
- What are the Latest Regulatory/Legislative and USCIS developments?

## **Who Should Attend?**

All H1B holders who want to get a green card fast through EB-5 investment.

Even if you are on a visa other than H-1B visa, you are welcome to attend this seminar on getting your Green Card fast using investment.

Please Note - Online research is not a substitute for attending this seminar in person because of US law; under American law, some information can only be shared face to face and not on a website. This seminar is a unique and rare opportunity to talk face to face with experienced immigration attorneys, and EB-5 projects to understand it thoroughly--with all your questions answered. Registration is Free. You must register on Eventbrite and have your ticket to get into the event. Print it out or download it on your mobile phone in advance. Please forward a link to this page to your friends and ask them to register. They will thank you for it. Seating is limited so you must register to reserve your seat. Register Now!

# Marketing Content Creation

## Email Content

Subject: Press Conference at Unique Immigrant Career Fair

Dear Sir/Madam,

Immigrants seeking jobs typically have a major problem--many employers impressed by them pull back at the prospect of going through immigration process for them.

We are conducting first of its kind immigrant-friendly career fair--where ONLY the employers who hire more than 500 hundred of immigrants per year on H-1B will participate. The career fair includes an Immigration Expo featuring many immigration attorneys to help immigrants navigate through their immigration situation to a new job.

We invite you to the press conference for the H1B Career Fair & Immigration Expo at 11am on Friday June 29th. The speakers include distinguished immigration attorneys, immigration law publisher, and employers employing large number of immigrants.

Could you also please bring this H-1B Career Fair and Immigration Expo to the attention of your readers? We are sure they would appreciate knowing about it.

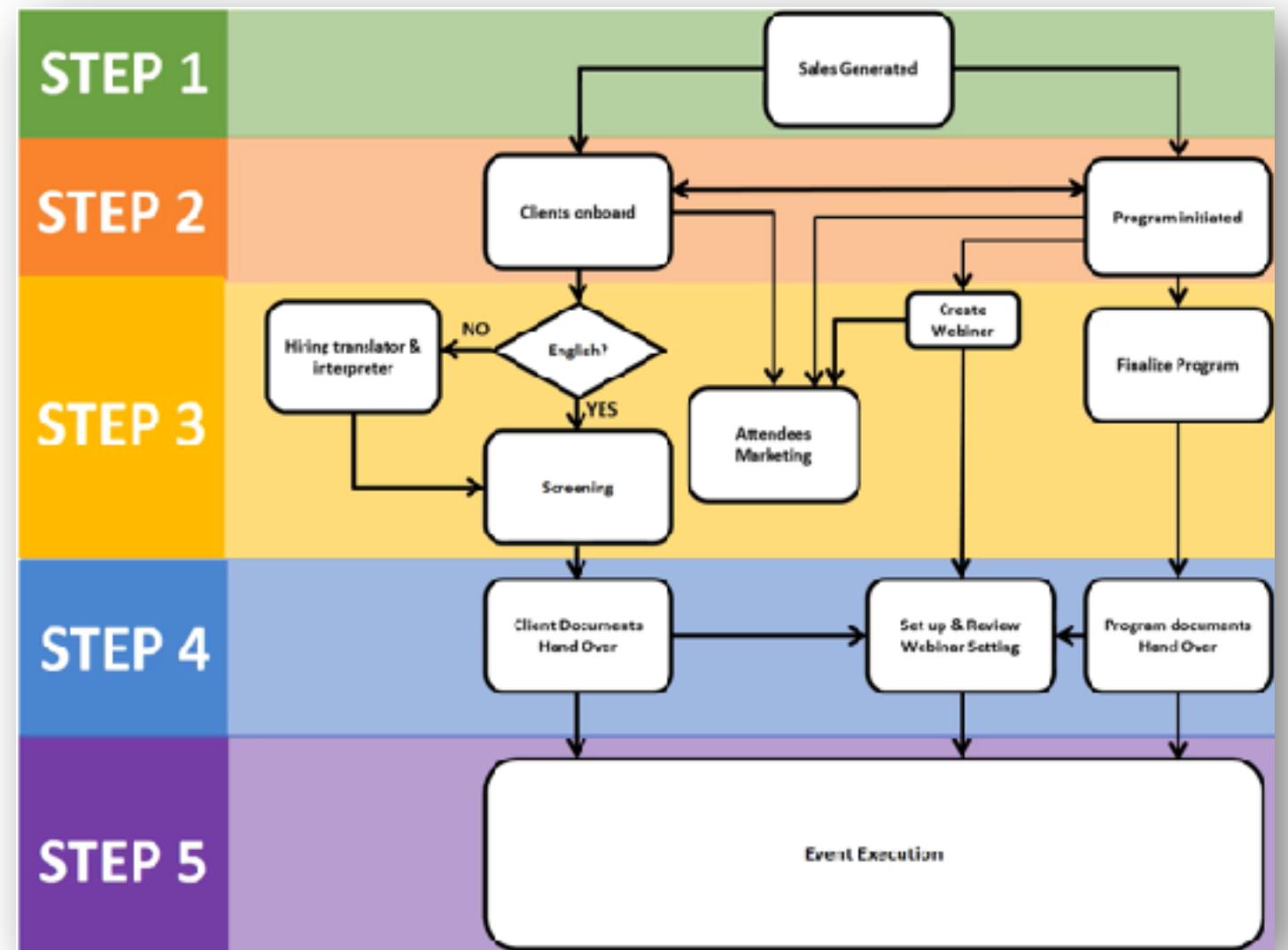
# Marketing Content Creation

Brochure Cover

The image displays three distinct marketing assets:

- Brochure Cover:** A black and white design featuring a large, bold title "Marketing Content Creation" in the upper left, followed by a subtitle "Brochure Cover".
- Company Profile Page:** A dark-themed page for "InterLand Development Corporation". It includes a logo, a section titled "INTERLAND DEVELOPMENT CORPORATION A GLANCE" with descriptive text, and another titled "ABOUT THE BUILDING" with detailed information about their staff's cultural backgrounds.
- Expo Banner:** A vibrant red and white banner for the "ILW EB-5 EXPO". It features a photograph of a traditional Indian building with domes and minarets, and text indicating events in Hyderabad/Bengaluru on Aug 25-26 and Aug 28-29, 2018, alongside logos for FGI and iuzeit.

# Marketing Operations



# THANK YOU

---



fangfeio916@gmail.com



1-917-601-8817



[www.linkedin.com/in/feifangnyc](https://www.linkedin.com/in/feifangnyc)