



Modular Marketing Agency

Acer E-Scooter Project Management
June 2022 - August 2022

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- Taiwanese startup located in a corporate office space in Taipei, led by an American.
- Specializes in digital advertising and event management for tech brands aiming for international expansion.
- Integrates local elements to create globally resonant ads, enhancing brand visibility.

Keep Moving- Highlighting modern, effortless urban mobility



Production Manager Key Responsibilities:

Logistics Coordination

- Coordinated rentals, schedules, and on-site logistics to ensure smooth project flow.

Feature-Focused Shots

- Managed diverse shots to emphasize scooter features: lightweight, multi-speed, user-friendly design.

Strategic Location

- Location: Xiangshan Visitor Center in Nantou, chosen for its modern architecture, enhancing the scooter's aesthetic.



Acer ES Series 5 - A Smarter, Faster E-Scooter

1. **Result:**

- Boosted Acer's brand exposure in international markets.
- Successfully managed a 13-16 person team, ensuring smooth execution under tight schedules.

2. **Impact:**

- Strengthened Acer's image as a provider of modern, efficient mobility solutions.
- Positive client feedback with **over 7K** viewers on youtube, and delivering a visually engaging campaign aligned with cultural elements.