




INFO

 Address
1091 Liege Terrace,
Sunnyvale, CA 94089

 Phone
(650) 739-6566

 Email
peiniwo121@gmail.com

COMPETENCIES

 HTML | CSS
Photoshop | Illustrator

 Mandarin (native)
English (fluent)
Microsoft Office | Project
Google Office | Analytics
Branding
Communications
Data Analysis
Project Management
Media Planning
Reporting
Online Marketing
Event Planning
Email Marketing | Design
ESP

SOCIAL

 LinkedIn
www.linkedin.com/in/peiniwo

 Dribbble
Dribbble.com/peiniwo

Work Authorization
Permanent resident card holder

Peini Wo



MEDIA PLANNING & MARKETING SPECIALIST

- Accomplished professional with years of experience in marketing and media operations for high-end luxury brands.
- Data-driven, analytical professional with experience in business analysis and reporting. Develop effective strategies based on consumer behavior.
- Build consensus among a cross-functional team. Dedicated leader known for a commitment to customer satisfaction.
- Trained in business and project management from UC Berkeley.



WORK EXPERIENCE

- 2016 Freelance Digital Designer • *Santa Clara, CA*
 - Created brand identities and designed websites, mobile apps, emails and marketing campaigns for clients from different industries.
- 2014 - 2015 Marketing Specialist
Sarah Graham Metalsmithing / Manika Jewelry • San Francisco, CA
 - Created marketing and PR strategies, enhanced with social media.
 - Reorganized inventory system and generated expense reports.
- 2012 - 2013 Brand Communications Design and Marketing Manager
CINDY CHAO The Art Jewel • Taipei, Taiwan
 - Developed marketing strategies for high-end jewelry brand with business across North America, Europe, Middle East and Asia.
 - Managed global projects with a budget of US\$2M+ and led communication among cross-functional teams.
 - Designed and maintained brand identity assets including website, campaign material, email design, portfolio brochure and invitations etc.
- 2009 - 2011 Media Planning Supervisor
ZenithOptimedia, the ROI Agency • Taipei, Taiwan
 - Managed major brands, including Dior, Fendi, and LVMH Watches. Allocated a US\$900K annual media budget.
 - Delivered competitive analysis and media research, resulting in a 20% increase in media investment.
 - Coordinated digital campaign materials to ensure brand consistency.
- 2009 Brand Executive & Buyer
J&C International Retail – Sixty Group Franchise • Taipei, Taiwan
 - Conducted statistical analysis. Developed marketing, pricing and positioning plans, increasing revenue 10% YoY.



EDUCATION & TRAINING

- 2008 Master of Art in Media and Communications
University of London, Goldsmiths • London, UK
- 2007 Bachelor of Science in Sociology
National Cheng-Chi University • Taipei, Taiwan
- 2016 Certificate in Web and Interactive Media Design
University of California, Santa Cruz Extension • Santa Clara, CA
- 2015 Diploma in Business and Project Management
University of California, Berkeley Extension • Berkeley, CA