

Chen Wei-ming

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PROFESSIONAL SUMMARY

Accomplished Marketing Director with 20 years of progressive experience in Marketing. Demonstrated expertise in Digital Marketing, SEO, SEM with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Digital Marketing	SEO	SEM
Google Analytics	Facebook Ads	Content Marketing

PROFESSIONAL EXPERIENCE

Marketing Director | Best Buy

2014 - Present | Lisbon, Portugal

- Spearheaded marketing initiatives that delivered 37% improvement in operational efficiency
- Led cross-functional teams of 14 professionals across multiple high-impact projects
- Architected and implemented Digital Marketing solutions resulting in \$158K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 40%

Marketing Director | TechPioneer

2011 - 2014

- Developed and maintained seo applications serving 91K+ users
- Collaborated with product and design teams to deliver 7 major feature releases
- Optimized system performance resulting in 45% reduction in response time

EDUCATION

Bachelor of Science in Digital Marketing

Karolinska Institute | 1998

CERTIFICATIONS

- Salesforce Marketing Cloud
- Facebook Blueprint Certified