

Introduction - Sharon Wei

- **Professional Marketer:** 8 years in MNCs + 5 years in startup setting
- **Marketing Expertise:** global marketing (PMM), MarCom, GTM, digital project management, e-commerce, community, brand incubation in startup, etc.
- **Industry:** **70% tech* + 30% retail/manufacturing**
*Software & Internet, AI/AR/VR/IoT, E-Commerce, Retail, Consumer Tech & Electronics
- **Language:** English/Mandarin native-fluent in speaking & writing
- **Footprints:**



Pre 1990s



1990s - 2000s



2006-2017



2017-2018



2019-2021



2021 - Present



SJSU SAN JOSÉ STATE
UNIVERSITY

UCDAVIS
UNIVERSITY OF CALIFORNIA

Professional Experiences



PORTFOLIO

Communications, events, campaigns,
digital assets/projects, brand marketing,
partnership, etc.



Videos



HTC VIVE | Viverse brand video



HTC VIVE | CEO keynote video



HTC VIVE | Viverse ecosystem video



NOGLE | Life at Nogle | corporate video



STYLE.ME | Revolutionizing Online Shopping
product video

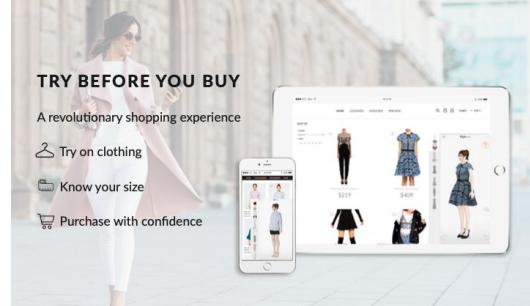
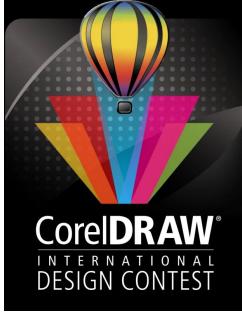


weAre the future | viral video



Launch Marketing Deliverables

- Sales & Marketing / GTM deliverables for NPIs, sales use, channel marketing, events, and more (e.g. press kit, brochure, key visual artwork, media review guide, Q&A, keynotes, banners, etc.)



Launch Marketing Deliverables

An integrated approach for announcement across keynote, videos, CRM, SEM, and more

Keynote

Over 12.4M views across channels



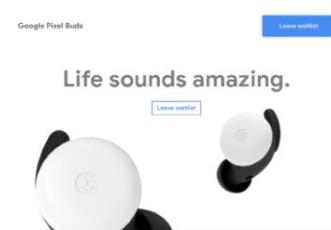
Press Sandbox

Highly positive coverage



Google Store

Waitlist hits monthly target in 1 week



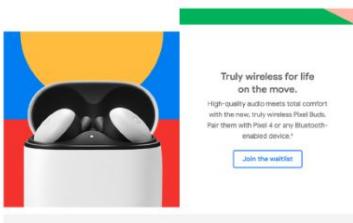
Product Video

#1 viewed video from announce



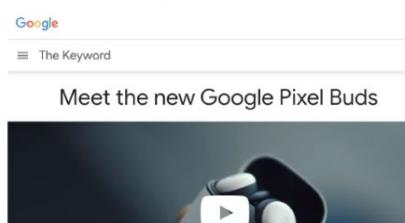
CRM

Across GStore and Pixel newsletters



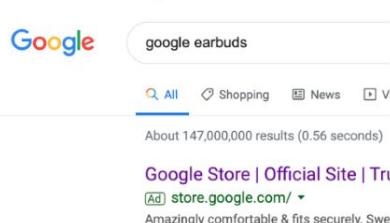
Blogpost

#1 viewed blogpost from announce



SEM

24% click through rate for ads



Design Video

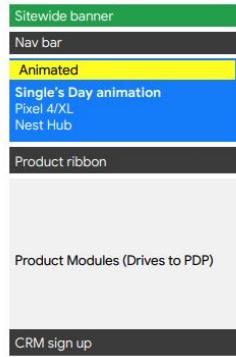
99.98% positive rating on video



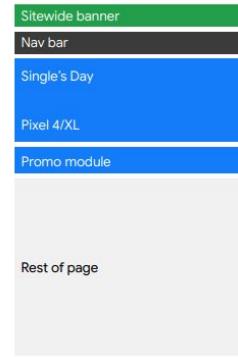
Website Planning

Sitewide banners, animated index hero module and PDP hero modules

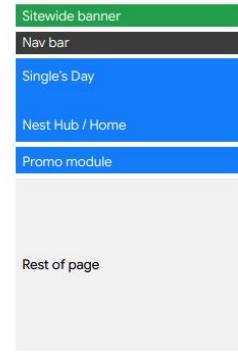
Index page



Pixel 4 PDP



Nest Hub & Home PDP



Control
"Shop Now"



Variant 1
"Get Savings"



Variant 2
"Learn More"



Search



Display



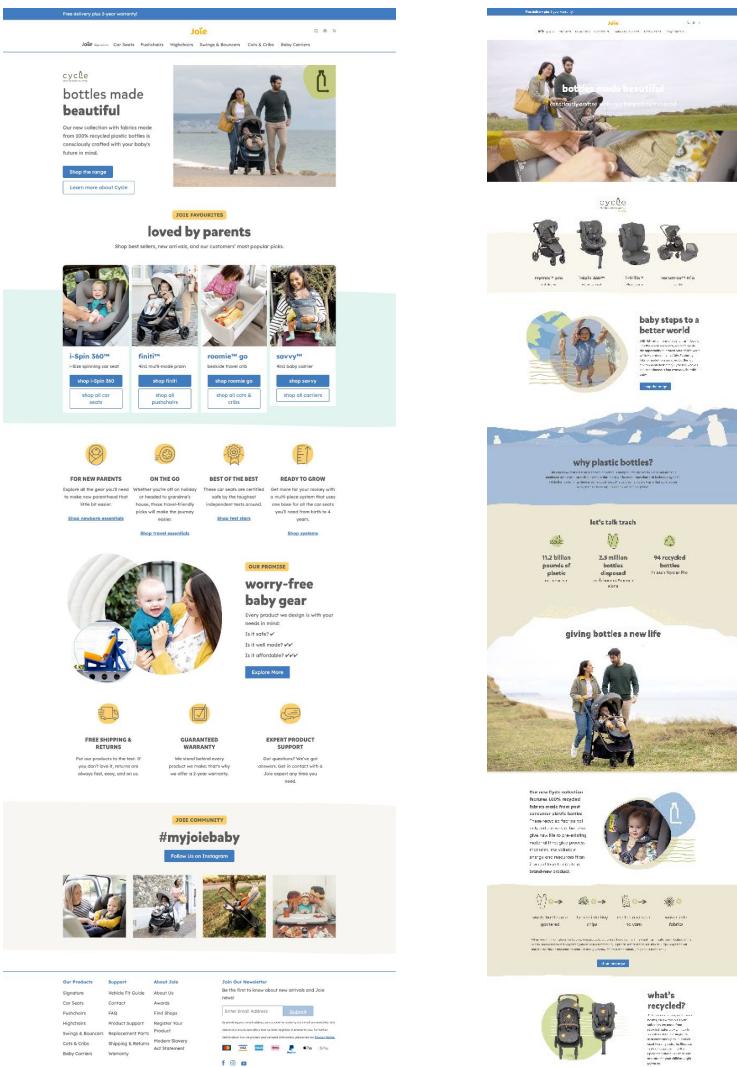
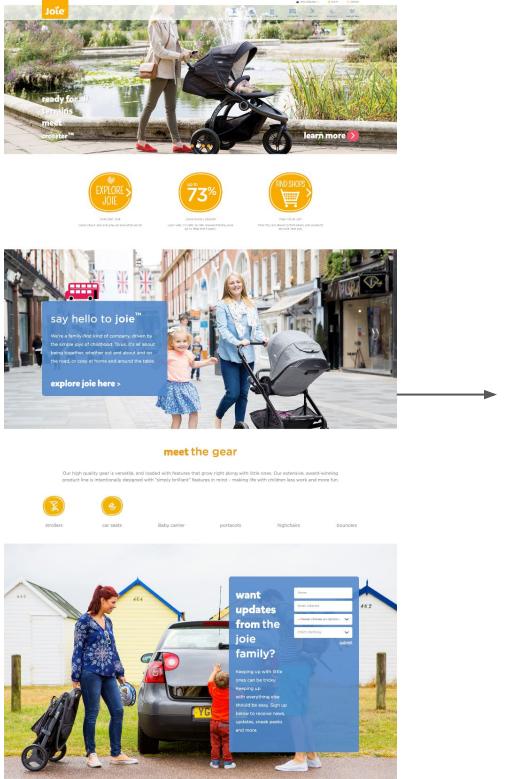
Social



Copyright © 2018 Ad

Project Management

- **Digital transformation:** Fully revamp joiebaby.com from content-only to **D2C sites** (powered by Adobe Commerce)
- Scope: 40 countries, 23 locales
- Collaborators: FE/BE Dev, Brand team, Sales, LOC agency, etc.



Event - HTC VIVE @ MWC Barcelona 2022

Key visual & deco artwork communication, review & approval, demo content support, etc.



Event - COMPUTEX InnoVEX

Vendor sourcing, communication & end-to-end management; booth design, onsite demo, etc.



Event - TW Company Launch, HK Media Tour



Media Exposure



Meet創業小聚- 數位時代

The screenshot shows the OpenRice homepage with various promotional banners for food delivery services like GoFood and Foodie, and offers like "立即發表 專屬美味" (Post immediately, exclusive deliciousness). It also features a "刷花旗信用卡 夢幻甜點 最優 7折" (Use Citi credit card, dreamy desserts, best discount 7折).

港最大餐廳資訊平台OpenRice開飯喇進軍台灣搶市占 Meet創業小聚

OpenRice 台灣開飯喇

A woman is smiling and holding a large white sign with the OpenRice logo. Behind her is a yellow banner with the text "50即將啟航 New experience.", "OpenRice 開飯喇", and "你要乞什麼?" (What do you want?). The banner also features images of food and smartphones.

NEWS】跟著OpenRice前進「食旅臺灣味」！一次揪出全台超過300家老字號餐廳！| OpenRice 台灣開飯喇



鉅亨網

A news article from Anue鉅亨- 科技 titled "開飯喇！亞洲最大餐廳指南App開飯相簿登台!" featuring two people standing behind a podium with the OpenSnap logo.

開飯喇！亞洲最大餐廳指南App開飯相簿登台！| Anue鉅亨- 科技

Yahoo奇摩新聞

A display at an event showing several tablets and smartphones displaying the OpenSnap app interface. A banner in the background reads "台灣人偏好上傳美食 Top 3" and "Top 3" with categories for "男性" and "女性".

看準台灣人愛分享香港美食社群推APP

Media Exposure



Meet創業小聚· 數位時代

OpenRice 開飯喇

趕快來看我在 吃什麼？

立即上傳，好禮雙倍送！

立即發表 專屬美味

立即發表 專屬美味

刷花旗信用卡 夢幻甜點 最優 7 折

港最大餐廳資訊平台OpenRice開飯喇進軍台灣搶市占！ Meet創業小聚

NEWS】跟著OpenRice前進「食旅臺灣味」！一次揪出全台超過300家老字號餐廳！| OpenRice 台灣開飯喇



鉅亨網

Product of OpenRice 開飯喇

OpenSnap 上市發

好友吃什麼？有你有真

開飯喇！亞洲最大餐廳指南App開飯相簿登台！| Anue鉅亨- 科技



Event - Canton Trade Fair Runway

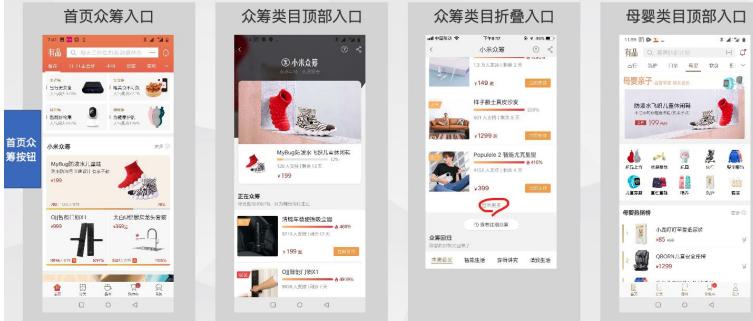


Event - Crowdfunding Campaign

- Campaign on XiaoMi Youpin, hit 120% sales in 2 days and 4x sales in 2 weeks
- Integrated with SEM, keywords, paid socials, influencers, etc.

The screenshot shows a crowdfunding page for 'MyBug 防泼水飞织儿童休闲鞋' (MyBug waterproof mesh children's casual shoes). The page features a large image of a zebra-print shoe with a cartoon character on it. Key details include:

- 售价 (Price):** ¥199
- 服务 (Service):** 本产品为有品第三方商品, 由清远广硕技研服务有限公司发货并提供售后, 预计12月19日起开始发货.
- 支持数 (Supporters):** 4291/1000 人支持
- 达成率 (Funding Rate):** 达成 429%
- 金额 (Amount):** 875359元/10000 已筹
- 进展 (Progress):** 进展 已完成
- 款式 (Style):** 红桃蕊心 (非防泼水), 跳跃斑马 (防泼水), 经典圣诞 (防泼水), 亲子圣诞 (成人女款防泼水)
- 尺寸 (Size):** 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35



Community & Influencers

weAre the future



BLOG

See All

Sign In | Cart | English

Products Special Offers Free Trials Business Support Learning

Meet the CorelDRAW Masters

Gain design insights from our professional base of CorelDRAW ambassadors. Coming from a multitude of different industries, these designers have a wealth of knowledge they love to share with users of any skill level.

Anand Dixit
Advertising, Graphic Design, Print, Web Design, Strategic Training, Partner for Core India
[Learn More](#)

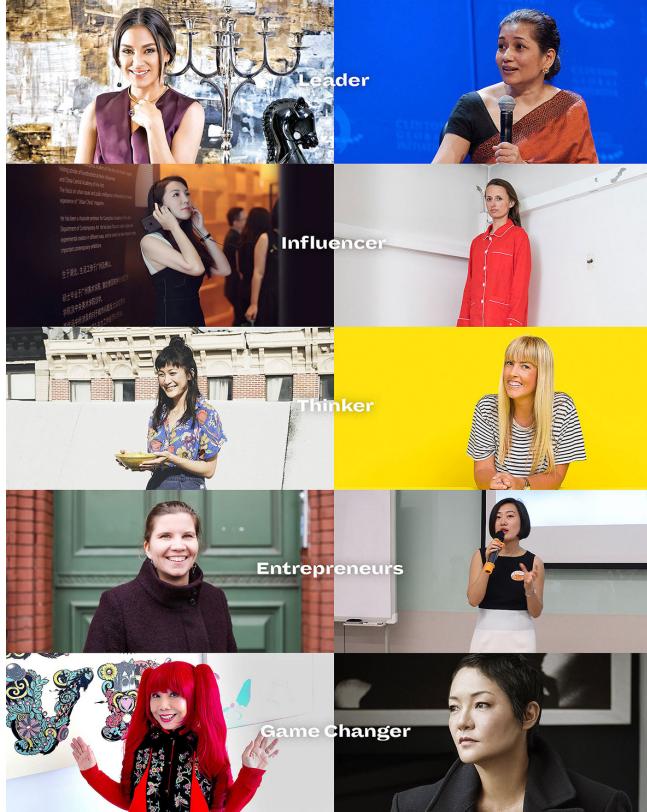
Ariel Garaza
Freelance Design, Brand Identity, Web Pre-press, and Large-format Printing
[Learn More](#)

Daniel Palz
Freelance Graphic Design, Brand Identity, Marketing Materials and Certifying Officer for Core Mexico
[Learn More](#)

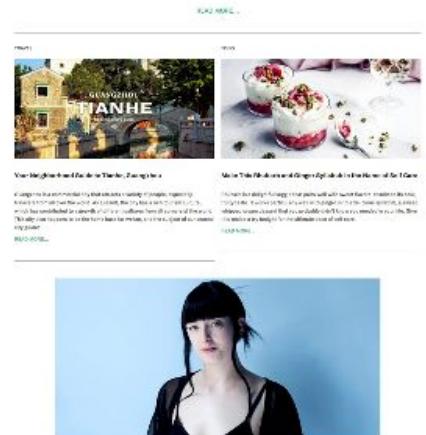
Joseph Diaz
Graphic Design, Signage, Vehicle Wraps, Brand Identity, and Apparel
[Learn More](#)

Pratik Shah
Graphic Design, Training, Print, and Web Design
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Richard Reilly
Freelance Design, Illustration, Print, Press, Screen Printing, Embroidery
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Guangzhou's September Art Gallery Creates Space for All Creativity



In the age of AI, the human eye still counts

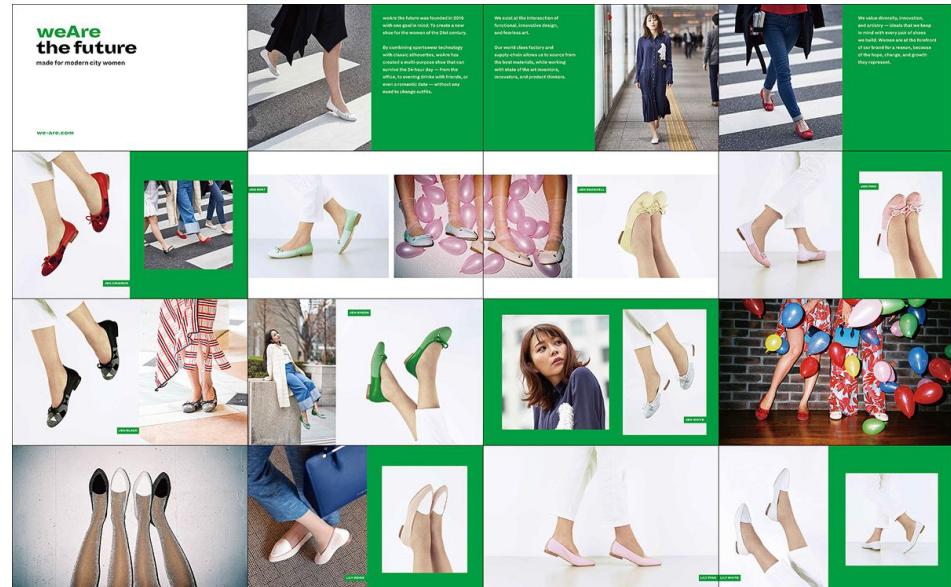
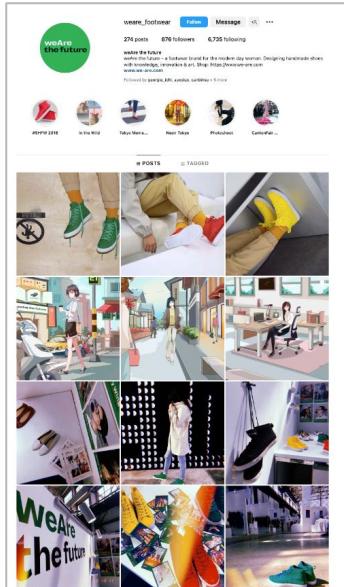
With AI taking over many tasks, it's important to remember that the human eye is still the best tool for quality control. At CorelDRAW, we believe that the human eye is still the best tool for quality control. We're always looking for ways to help our users make the most of their creative potential, and that includes finding ways to make sure their work looks its best.

Read More

Online / Offline Marketing Communication



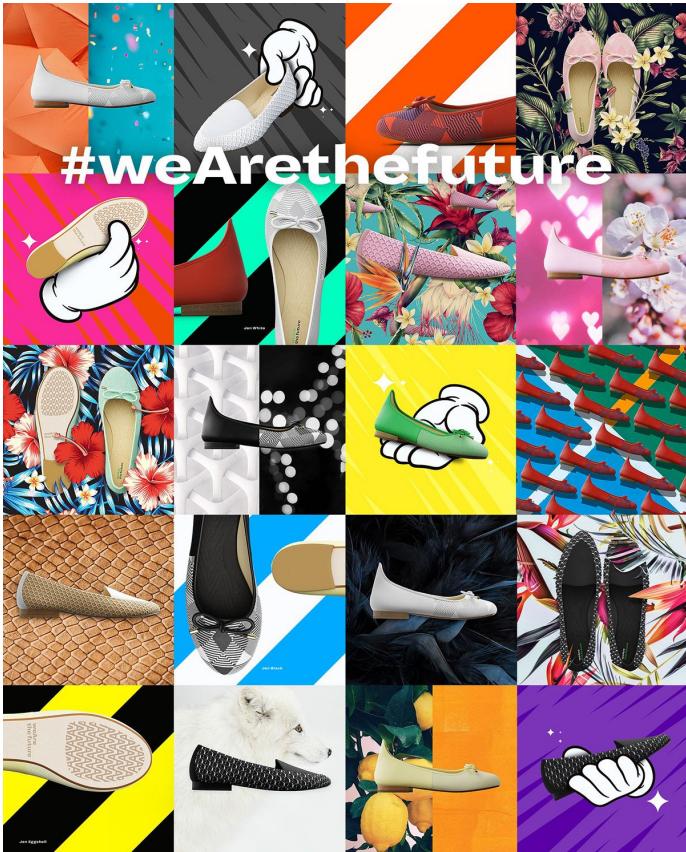
Building essential communication channels and contents for audience outreach



we-are.com,
#wearethefuture

lookbook, brochure, etc.

Social Media Content



Insta Stories

- Brainstorm & collaborate creative content
- Propose & manage social media channels, messaging, calendar, monitor performance and engagement

Partnership & Comarketing



THANK YOU!

Sharon Wei

DKSH Final Interview

Manager, Marketing & Communications | May 30, 2023