

Tony Lee
Tonyleeus1214@gmail.com
www.linkedin.com/in/tonylee1214/
626.614.1693

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Marketing Coordinator

Fluent in both English and Mandarin / Strong
Enthusiasm towards Marketing and Communication /
Dream Big / Get Work Done / Know How to Have Fun /
Devoted to be a Global Competitive Leader

Primary Skills

- Integrated Marketing
- Digital Marketing
- Data Mining
- Video Editing
- Lead Generation
- Event Management
- Blogging
- Corporate Branding

Work Experience

Asia Pacific Marketing Coordinator

IT Convergence - Nevada, USA – 2014.6- Present

- * Lead Generation
 - Held numerous webcasts for Asia Pacific line of business; Prepared for the relevant Oracle tradeshow (Oracle Open World)
 - Social Media Management (Created content and implemented online campaign for Twitter, Blog, LinkedIn)
 - Planned and wrote the scripts for testimonials and tutorials of companies
- * Data Mining and Marketing Automation
 - Identified the targeting contacts on discover.org, salesforce, and manage and converse them into leads through Marketo
- * Branding Improvement
 - Planned and drafted the content for the company website
 - Collected and formatted the success stories of our clients

Asia Marketing Coordinator

Globe Stone - Izmir, Turkey– 2014.1-2014.5



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Globe Stone is the biggest one among the 200 Turkish marble trading Companies

* Customer Management

- Maintained contact with dealers and customers through phone, mail and posted email to related companies
- Updated the database of department and used the CRM module of company
- Followed up the 2 Chinese markets properly and worked as a team to develop new market

* Project Management

- Made preparations for 2 international stone fairs and exhibitions
- Worked in Chinese subsidiary (Xiamen and Guangzhou)for a while; Focus on customer and trade show management

* Translation

- Bilingual interpretation for our customers in the quarry

Marketing Associate

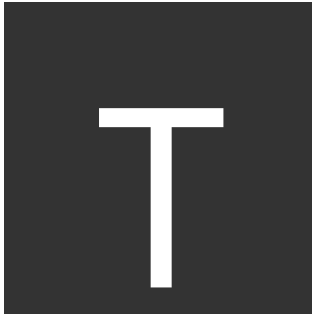
Pearson Education - Wuhan, China – 2013.6-2013.11

* Marketing planning & tactical execution

- Helped create and develop campaigns for maximum impact. This includes product advertising/promotion and planning, developing, and implementing multiple channel programs for specific product(s) or product line(s). (Agency, Campus, Press)
- Produced compelling marketing tactics and sales tools for multi-level audiences to support digital product marketing.
- Executed the questionnaire and analyzed the results
- Prepared regular marketing activity reports.

* Online promotions through e-Campaign management

- Assisted in the development of online marketing strategies covering a variety of product offerings.
- Created and implemented online marketing webinars, delivers customer trainings to include online product tours
- Managed the Weibo of company.
- Gathered information to identify effectiveness of the strategies and shared information and suggestions with the marketing team.



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Social Media Specialist

Fresher Media - Beijing, China – 2012.11-2013.1

* Social Media Management

- Managed the online channel of company whose followers increased from 0 to 3800

* Content Development

- Interviewed 10 domestic entertainment events and wrote the news press

Sales Representatives and Food Consultant

Best Food in China - Shanghai, China – 2012.6-2012.9

* Sales

- Sold our promotional service to the 4 restaurants in shanghai and established partnership with them

* Content Generation

- Cooperated with Foreign food critics and wrote 4 bilingual “Foodies Say”

Education

Hubei University of Economics, Business English,
2010-2014(GPA: 3.4)