TING YU LO

DIGITAL MARKETING MANAGER

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SUMMARY

Strategic Content Specialist with 3+ years of experience managing **Gen-AI content** generation and digital asset scalability across **12 brands** and **5 EMEA markets.** Proven track record in leading hybrid **CX experiments** and **GTM** strategies in **e-commerce** industry. Expert in leveraging **AI tools** to improve the efficiency of the **workflow** and scale content output by 1,000% while ensuring brand consistency and high-quality visual standards.

PROFESSIONAL EXPERIENCE

Founder & AI Automation Consultant | AIIA (Self-employed)   **London | Oct 2025 - Present**

- **Workflow Optimisation:** Streamlined cross-platform publishing via n8n, reducing manual operational time by **66%** and ensuring consistent product messaging across Instagram and TikTok.
- **Gen-AI R&D & Hybrid Production:** Pioneered the integration of Gen-AI image generation with traditional 2D assets to develop **hybrid workflows**, maximising production scalability.
- **Product Growth 0-1:** Built an autonomous podcast system using n8n & ElevenLabs, scaling to **900+** daily listeners and architecting a **100% automated** research-to-audio pipeline.
- **Scalability:** Built an AI content automation workflow using multi-AI agents, increasing content output by **1,000% (2 to 20+ posts/mo)** and **organic traffic by 9%**.

European Digital Marketing Executive | Church & Dwight   **London | Oct 2024 - Sep 2025**

- **Digital Content Optimisation & Scalability:** Optimised content creation as **2D images** and SEO assets for **2,140+ SKUs**, ensuring high-quality visual storytelling and brand consistency across 15+ stakeholder platforms.
- **GTM & CX Experiments:** Orchestrated Go-To-Market (GTM) strategies for 7 New Product Developments (NPD), focusing on product positioning and Lifetime Value (LTV) to enhance the digital customer experience.
- **Performance-Driven Content:** Achieved a **6% YoY ROAS** increase by leveraging data insights and A/B testing to refine content and messaging for major e-commerce events on Prime Day.
- **Cross-Functional Teams Collaboration**: Acted as the front-line technical bridge between marketing and IT teams, managing stakeholder updates and troubleshooting performance challenges.

TECHNICAL SKILLS

- Design & Content: Canva, Figma, Adobe Photoshop, Illustrator, InDesign, SEO, Copywriting, Cupcut.
- Gen-AI & Virtual Production: n8n, ElevenLabs, Claude Code, Cursor, Gemini, ChatGPT.
- Analytics & Performance: GA4, SQL, A/B Testing, Google/Amazon Ads

EDUCATION

MSc Marketing Management and Practice   **Sheffield, UK | Aug 2016 - Oct 2019**
University of Sheffield

- Major in Marketing Management.
- Thesis on "Exploring How AI-Generated Content Impacts Consumer Attitudes in E-commerce: Evidence From Generation Z".

Bachelor of English Language and Culture   **Taiwan | Sep 2017 - Jun 2021**

- Tamkang University
- President of the Department Student Association

ADDITIONAL INFORMATION

- **Languages:** English, Mandarin.
- **Certifications:** Google Digital Marketing Certificate, LMI Effective Personal Leadership Certificate.
- **Activities:** The Host of AI x Industry Application - Bridging the AI Gap: Real-World Industry Applications & Career Insights