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Taipei-born and NYC-grown, I am a vision-driven Marketing Strategist with 9 years of experience shaping brands. I specialize in uncovering a brand's authentic "why" and translating it into a cohesive strategy that drives growth and meaningful connection with audiences.

Consultant Work

EQ OFFICE (BLACKSTONE INC)
NEW YORK, NY

Social Media Consultant
Sept 2023 - Present

- Restructured content direction to humanize the brand and champion company culture, driving a 52.6% increase in Instagram engagement rate and 86.6% increase on LinkedIn over two years.
- Owned and managed social media strategy and execution end-to-end, from annual planning and content frameworks to creation, copywriting, and performance analytics.

CORNERSTONE LAUNDROMAT
NEW YORK, NY

Brand Designer and Strategy Consultant
Sept 2021 - April 2022

- Created a comprehensive brand package, including brand architecture, positioning, visual identity, guidelines, and print assets. The rollout, including on-site brand applications, led to a 28% increase in sales and a 46% boost in app adoption within six months.

Cocoon Flex Spaces

NEW YORK, NY

A space rental management and event services platform.

Lead Marketing Manager
Sept 2022 - March 2024

- Led brand and marketing strategy by defining the mission, vision, value proposition, and visual guidelines. Redesigned website and launched awareness campaigns with new identity, increasing organic brand keyword searches by 26.7% and repeat client bookings by 10.5%.
- Developed and executed data-driven content strategy across blog, email, and social media, leveraging Google Analytics to guide optimizations and new content creation. This approach led to a 63.3% increase in new users and a 10.7% increase in website referral traffic.
- Spearheaded end-to-end client acquisition and onboarding, from initial outreach to creative direction. Onboarded 17% of portfolio, including two properties featured in *Architectural Digest*.
- Optimized operations and improved team collaboration by redesigning key workflows through scalable systems in Notion, cutting new client onboarding time by 50% and costs by 15%.

EQ Office (Blackstone Inc)

NEW YORK, NY

Blackstone's commercial real estate arm — EQ owns, manages, and repositions office properties across the US.

Product Marketing and Brand Manager
April 2019 - July 2021

Leasing Marketing Manager
August 2017 - March 2019

Leasing Marketing Coordinator
April 2016 - July 2017

PRODUCT MARKETING

- Led brand strategy and ongoing marketing efforts for a portfolio of 17 buildings across New York, Boston, Miami, Seattle, and San Francisco, from developing brand positioning and annual marketing plans to managing budgets and designing collateral. These efforts resulted in a 15% increase in rent per square foot and an average occupancy rate of 86.4% across all assets.
- Directed research, branding, and go-to-market strategies, successfully launching 11 real estate assets with cohesive messaging and design across regional, leasing, and legal teams.
- Produced and launched product marketing newsletter for C-suite, fostering transparency and cross-team feedback, and influencing a new decision-making process across the firm.

CORPORATE BRAND MANAGEMENT

- Launched and managed social media strategy and execution across Instagram, LinkedIn, and Facebook, including editorial calendar management and cross-channel campaign coordination, resulting in 820% follower growth over two years.
- Developed corporate brand initiatives and annual brand strategy, building a unified brand architecture for 30 asset brands to ensure consistency across all touchpoints.

EDUCATION

New York University

B.S. in Hospitality Management,
concentration in Events Management
2011 - 2015

SKILLS

Tools

MICROSOFT Word / PowerPoint / Excel
ADOBE Illustrator / InDesign / Premiere Pro
OTHER Figma, Notion, Sprout

Languages

English (native)
Mandarin Chinese (native)