

# Victoria Tseng

*Research & Design-driven Integrated Marketing Professional*

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## EXPERIENCE

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### **NDN Group- Digital marketing agency**

**2016 - 2017**

Account Executive

- Researched and developed content marketing strategy addressing to branding and O2O sales objectives
- Participated in an UX project, assisted with identifying user insights, prototyping and project execution
- Managed website and social media (Facebook, Instagram, and LinkedIn)'s content production
- Measured and optimized campaign performances via ad targeting, data analysis, and producing top-line reports
- Stayed up-to-date and informed digital best practices for clients across multiple industries

*Achievements: Developed integrated digital solutions for clients in different industries, including insurance, food & beverage, automobile, etc.*

### **Papinee- Consumer product company**

**2016 - 2016**

Marketing Executive

- Repositioned brand through creation of customer persona and conduct of competitive research
- Strengthened website's usability and eDM's design for stronger call-to-action
- Planned and created engaging eDM, Facebook and Instagram contents
- Developed comprehensive Pinterest marketing and ecommerce proposal

*Achievements: Sharpened Papinee's digital communication with its consumers and e-commerce*

### **Invotech Ltd.- Non-profit organization**

**2014- 2016**

Chief Administrator

- Administered programs and events by working closely with project directors, sponsors, vendors and volunteers
- Explored and identified softwares that would improve the NGO's daily operation in aspects of membership management, communication, event registration and payment
- Initiated integrated marketing campaign strategies to meet with programs' events attendance
- Implemented campaigns through design and maintenance of all paid, owned and earned communications

*Achievements: Helped grew the NGO's public awareness and reputation through organization and promotion of over 30 events with more than 8,000 participants*

### **South China Morning Post Publishers Ltd.- Media publisher**

**2013- 2014**

Marketing Executive

- Implemented subscription-related campaigns by collaborating with internal sales, digital, customer service teams, in addition to external production houses and SCMP partners

*Achievements: Maintained and expanded its print and online reader database, converted trial users to paid subscribers, and strengthened brand image*

## EDUCATION

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### **School of Visual Concepts- Seattle, WA**

**2018 to present**

- User Experience Certificate Program

### **Pepperdine University, Seaver College- Malibu, CA**

**2011- 2013**

- B.A in Integrated Marketing Communication

### **Chapman University, Dodge College of Film and Media Arts- Orange, CA**

**2009- 2011**

- Major in Public Relations and Advertising, minor in Art

## SKILLS

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- Softwares: Mailchimp, Wordpress, Squarespace, Socialbaker, Google Analytics, Adobe Photoshop & InDesign
- Interests: Technology & Innovation, Internet culture, coloring, hiking, Muay Thai, travelling
- Language: English, Mandarin, Cantonese