

PROFILE

Eight-years of solid marketing and management experience in Canada and APAC. Customer-focused, and results-driven marketing manager who thrives on challenge. Well developed interpersonal skills with proven ability to lead and motivate cross-functional teams to successfully meet objectives within aggressive timelines. Interdisciplinary practitioner with fresh, creative perspective combining Digital Marketing, Science, and Interactive Design. Passionate to innovate and create marketable products and services bringing delightful experience to users.

SKILLS HIGHLIGHTS

- Proven leadership in on-time and on-budget project and campaign launches
- Recognized by executives for excellent problem solving and risk management skills
- Effective English and Chinese (Mandarin & Cantonese) oral presentation and written communication
- Proficient in Coremetric, Google Analytics, Omniture, WordPress, Magento, and Illustator.
- Demonstrated expertise in:
 - Integrated marketing strategy
 - Retention marketing strategy
 - Website management
 - Pricing and market analysis
 - Campaign leadership
 - Brand management

EMPLOYMENT HISTORY

Ralph Lauren Asia Pacific Ltd., HONG KONG

Mar 2015 – Aug 2015

Regional Ecommerce Site Marketing Manager, APAC

- Plan and adopt global site content for local markets working with Global In-house Creative Team, Global Digital Marketing Teams, Local Merchandising Teams, and Global Editorial Teams
- Plan local campaigns and coordinate integrated execution with search, social media and email marketing teams to achieve annual target with aggressive YoY growth
- Conduct in-depth site analysis to evaluate content effectiveness and identify consumer behavior insights and trends to optimize conversion and click through
- Plan and execute A/B and multivariate testing to optimize conversion
- Elevate user experience by identifying and driving initiatives to enhance site layout and function

Regional Ecommerce Production Manager, APAC

July 2014 – Feb 2015

- Increased production efficiency reducing website production cost by ~30% YoY valued at USD\$130K by leading process and system improvements, and optimizing production model.
- Reduced annual electronic direct mail (EDM) production cost by 70% (USD\$650K) automating responsive EDM production with an off-the-shelf tool
- Led a team of 5 to support website content production for 4 APAC websites including Japan, Korea, South Pacific and North Asia

ASURION ASIA PACIFIC LTD., HONG KONG

Aug 2013 – June 2014

Regional Marketing Associate, APAC

- Led online marketing strategy and website re-launch project for APAC targeting B2B telecom carriers including Australia, HK, Taiwan, Korea, China, and South East Asia
- Developed product positioning and messaging hierarchy for the APAC markets aligning with global brand strategy leveraging local market researches and competitive analysis
- Built and expanded the regional marketing capability to support a scalable white-label and direct-to-consumer launch model for APAC In-country Marketing Teams to efficiently execute
- Created governance and communication structure between Regional and In-country Marketing Teams

EMPLOYMENT HISTORY (cont'd)

OUTPAC DESIGNS LTD., HONG KONG

Mar 2013 – Aug 2013

Project Marketing Manager (6-months Contract), Global Marketing

- Project managed the development of a global ecommerce website resulted in the completion of the wireframe and creative design, and closing various vendor contracts within 4 months
- Led an international team of 5 to execute the Fall/Winter '13 and plan the Summer/Spring '14 marketing campaigns and creative development (artwork and multi-media content) including PR, social media, packaging, prints, and e-newsletter across 33 countries
- Create brief and managed the design and development of 2013 Spring/Summer catalog and packaging for over 223 SKUs and in 7 languages
- Coordinated and managed APAC sales conference and 3 tradeshows in the US, China and Germany

INDEPENDENT TRAVELER, INTERNATIONAL

Apr 2012 – Nov 2012

Backpacker

- Traveled through Eastern Europe, Middle East, Central Asia, Tibet, and China
- Written blogs to share my journey at <http://jocharvel.blogspot.hk>

SEARS CANADA, TORONTO, CANADA

Dec 2010 – Mar 2012

Retention Marketing Manager, Sears Connect

- Managed daily sales, CAD\$1.4M A&P budget and carried P&L responsibility
- Developed and executed our mobile products marketing strategy, increasing revenue from commission by ~23% YoY
- Launched a new line of residential telecom products (internet, home phone, internet and bundles) within 12 months with a forecasted revenue increase of CAD\$6M in 2012
- Led a team of two to execute integrated marketing plan including direct mail, in-store merchandising, print ads, and online, collaborating with internal marketing teams and external agencies
- Developed customer retention strategies and implemented the Sears Connect Retention Program resulted in reducing the number of customer deactivations by ~27% YoY, which translated to an annual revenue of CAD\$300K
- Established the web analytic function to enable the measurement of online marketing activities to optimize the use of A&P budget

TELUS, VANCOUVER, CANADA

2007 – 2010

Project Manager, Web Channel

Jan 2010 – Nov 2010

- Led a team of 30 developers, interaction designers, visual designers, and web analysts to successfully execute quarterly marketing campaigns on telus.com.
- Launched 'Voice of the Customers' and integrated with Omniture for telusmobility.com to collect holistic, qualitative and quantitative insights into online customer needs and behaviors, resulting in improved client experience
- Developed reporting, summarizing qualitative and quantitative findings for various management levels
- Managed initiatives to deliver and enhance the user experience for telus.com and telusmobility.com
- Chaired quarterly meeting to present telus.com launch plan for TELUS executives

Pricing Specialist, Marketing (Koodo Mobile)

Mar – Dec 2009

- Developed pricing structure for new mobile data portfolio, through extensive customized modeling, and scenario analysis, forecasted to contribute 40% of new loading
- Developed, evaluated and executed rate plan pricing initiatives, resulting in a 12% quarterly increase of new subscribers and revenue
- Analyzed market trend to provide pricing recommendations to the senior executive team

- Composed communications plan for consumers and internal Operation, Channel and Marketing teams

EMPLOYMENT HISTORY (cont'd)

Merchandising Specialist, Merchandising May – Dec 2008

- Managed the residential telecom product portfolio for Western Canada: planned and executed quarterly merchandising with vendors, channel team, in-store design team and marketing communications team
- Managed nationwide digital merchandising program involving over 110 distribution points across dealer, corporate store and retail channels, resulting in enhanced in-store customer experience
- Navigated service agreement negotiations between vendor and internal teams
- Launched live mobile device program to enhance self-assist customer experience in retail channel

Marketing Specialist, Broadband Product Marketing Jun – Dec 2007

- Led CAD\$9.8M residential telecom fiber optic network technical and market trial
- Managed development of new website targeting consumers and revamped existing websites for partners
- Developed and executed the marketing and communications strategy for our broadband products, collaborating with cross-functional teams within aggressive timelines
- Interpreted multi-dimensional trial results to evaluate the performance of technology and validate implementation efficiencies and associated costs

EDUCATION AND TRAINING

M.A. Interaction Design	The Hong Kong Polytechnic University	In Progress
User Experience Design (Part-time) Course	General Assembly	2014
Project Management Professional (PMP) Int'l	Project Management Institute	2012
Successfully Managing Agile Project Training	Software Productivity Center Inc.	2010
WOM and Social Media Marketing Certificate	Word of Mouth Marketing Association	2010
Web Analytics (Award of Achievement)	University of British Columbia	2009 - 2010
Leadership Development Training	TELUS in-house courses	2007 - 2009
B.Sc. Biochemistry (Honors)	Simon Fraser University	2000 - 2006

MEMBERSHIPS AND PROFESSIONAL ASSOCIATIONS

Member – Project Management Institute	2012 - present
Member - Web Analytic Association	2007 - present
Member - American Marketing Association	2007 - present

INTERESTS

- Traveling
- Rock Climbing
- Cooking
- Ultimate Frisbee