

SARAH CHEN

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TOOLKIT

Skills: copywriting, public speaking, media production, social analytics, Adobe CC, MS Office, WordPress, Shopify

Languages: Spanish, Mandarin Chinese, English

Certifications: Power BI, Advanced Excel, Google Analytics

Awards: Gold Graphis Design 2018 (Branding), Firmenich Scholarship 2019

WORK

Marketing & Communications Manager – July 2022 – Present

International Cosmetic Suppliers Ltd – www.ics-world.com

Taiwan

- Executed annual marketing and communications plan (incl. MakeUp In trade show prep) targeted at B2B audiences in North America, Europe, and Australasia.
- Edited the company's 2021 Sustainability Report and supported with CDP and EcoVadis reporting.

Independent Marketing Contractor – July 2011 – Present

- Improved marketing assets of global brands: Dolby, Giant Bicycles, Johnson Health Tech, Republic of Gamers etc

Marketing Consultant – June 2020 – September 2020

L'Oreal and KENDO Brands

France

- Led primary consumer insights research and analyzed 18 brands across 450 touchpoints in France.
- Proposed 3 CRM activation strategies to grow differently positioned fragrance brands for the EMEA market.
- Proposed a customer experience strategy for Fenty Beauty EMEA to grow average basket size by 2x.

Marketing Manager – July 2017 – January 2020

Grace Han (UK) Ltd – www.gracehan.com

UK & Taiwan

- Mapped 3-year business roadmap to expand in APAC; reported directly to executives & directors.
- Planned annual marketing calendar; led the design of all marketing assets (incl. e-commerce) while coordinating 6 peers and 8+ agencies & vendors in Taipei, HK, and London.
- Oversaw business & influencer collaborations, VIP & PR events, 360 campaigns, media buying, new product launches, retail operations, crisis management, and CEO interviews.
- Saved 53% of a six-figure annual marketing budget and 51% of retail operation costs by proactively optimizing processes and renegotiating contracts.
- Led quarterly market research to identify content and growth opportunities; achieved 2x growth of VIP clients YoY.
- Achieved 361% social media growth in 2 years and a ~7% email click rate VS 2.25% industry average.
- Chaired weekly meetings and executed internal newsletters to align cross-functional teams.
- Partnered with Legal and Accounting in handling contracts, trademark registrations, payment approvals, and company ownership transfers as *Interim Chief of Staff*.

Brand Strategist – May 2015 – January 2017

Red Peak – www.red-peak.com

Taiwan

- Contributed to the agency's 50%+ annual revenue by innovating brand management, go-to-market and digital marketing strategies for global brands (accounts: Acer, Giant Group, Johnson Health Tech).
- Coauthored Acer CEO's keynotes for global press conferences (next@acer), seen by 1.5M people.
- Created weekly email newsletters for top 100 agency & client executives (click rate: 22%).
- Proactively trained and mentored 15 Analysts and interns; 5 went on to work at Fortune 500 companies.

EDUCATION

MBA with Major in Luxury Brand Management (GPA: 3.7/4.0) – September 2019 – 2020

ESSEC Business School, France