

CHI HO

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SUMMARY

Strategic Marketing Director & Manager with 10+ years of experience in digital marketing, e-commerce, and brand development. Proven ability to lead high-performing teams, scale digital brands, and drive multimillion-dollar revenue growth through data-driven marketing strategies. Expertise in SEO/SEM, PPC, paid social media, and CRM marketing. Adept at crafting multi-channel marketing campaigns, optimizing conversion rates, ROI, and elevating brand positioning. Strong background in team leadership, project management, and revenue-driven decision-making.

WORK EXPERIENCE

Tiger River Watches | Monrovia & Arcadia CA

Digital Marketing Manager Nov 2023 to Jan 2025

- ✓ Built and led a high-performance marketing team, including social media specialists, digital marketing experts, and content creators.
- ✓ Rebuild and redesign the company's e-commerce website using WordPress for enhanced functionality and user experience.
- ✓ Manage and create engaging social media content, developing marketing strategies across platforms like Instagram, Facebook, TikTok, YouTube, Pinterest, RED, and Threads.
- ✓ Produce photography, graphic design, and video editing materials for website and social media content.
- ✓ Write blog posts for luxury watch enthusiasts to improve the website's organic ranking.
- ✓ Establish and implement SEO/SEM strategies to grow website traffic organically.
- ✓ Create and manage marketing campaigns using Google Ads, Meta Ads, and email & SMS marketing.
- ✓ Analyze data from Google Analytics, Google Ads, social media, and SEMrush to optimize ROI, marketing planning, and strategy adjustments.
- ✓ Key Achievements:
 - Increased Instagram followers from 1,000 to 17,000, with 5 pieces of content exceeding 1.5 million views.
 - Launched Google Merchant in June 2024, generating an average of \$300,000 in total monthly revenue.
 - Developed an efficient marketing team, including social media specialists, digital marketing experts, and SEO/content creators.
 - Successfully migrated the website from a display format to a fully functional e-commerce platform, ranking in the top 20 in the industry in the US.

Super Drive USA / UDrive Holding | City of Industry CA

E-Commerce Marketing & Sales Manager Jan 2022 to Oct 2023

- ✓ Led and developed a high-performing e-commerce team, managing platforms like Amazon, eBay, and Shopify.
- ✓ Conducted product marketing research, competitor analysis, and optimized Google Ads and SEO to maximize sales.
- ✓ Created and directed photography, graphic design, and video content to enhance conversions, increasing daily revenue to \$10,000 within six months.
- ✓ Executed marketing campaigns that significantly boosted website traffic and sales across all platforms.
- ✓ Oversaw warehouse operations and ERP/WMS systems, ensuring seamless integration with marketing and sales efforts.

AAA Legal, Inc | Diamond Bar CA

Marketing Director/ Consultant Aug 2019 to Jan 2022

- ✓ Increased website traffic by 30% through effective content creation, SEO/SEM strategies, Google Ads, and blogging.

- ✓ Led social media team on platforms like Facebook, WeChat Business, and YouTube, achieving 20% weekly follower growth on Facebook.
- ✓ Managed online ad spend, executed email marketing campaigns with A/B testing, and designed compelling visuals for promotions.
- ✓ Drove a 30% sales increase by optimizing digital marketing initiatives and social media engagement.
- ✓ Developed targeted marketing strategies for the Asian-American market, leveraging cultural insights and platforms like WeChat to effectively engage this demographic.

One Stop Wedding LA, Inc | Walnut CA

Marketing & Sales Director / Event Planner

Jan 2016 to Mar 2020

- ✓ Developed and executed comprehensive marketing strategies, both online and offline, driving annual revenue of \$3M with a small team of fewer than 8 members.
- ✓ Established the brand as a top wedding services provider in Los Angeles through targeted social media and digital advertising.
- ✓ Built the company website independently using the WIX platform, enhancing online visibility and customer engagement.
- ✓ Leveraged Facebook and Instagram to grow organic traffic, achieving 20% weekly growth in Facebook followers and 25% in Instagram followers.
- ✓ Gained extensive experience in traditional marketing, including tradeshows, hosting events, TV and radio commercials, and press media campaigns.
- ✓ Led sales efforts, project management, and public relations initiatives, contributing to the overall growth and success of the business.

Cyperpowerpc, Inc | Baldwin Park CA

Marketing Coordinator & Web Design

Nov 2011 to Dec 2015

- ✓ Worked with the Marketing Director to run successful online campaigns, increasing social media followers by 15-20% weekly across Facebook, Instagram, Twitter, and YouTube.
- ✓ Used graphic design skills to enhance visuals and support marketing initiatives.
- ✓ Collaborated with sales teams and vendors to create marketing plans, email campaigns, and promotions, driving revenue growth.
- ✓ Improved website content using graphic design and HTML/CSS for better SEO and user experience.
- ✓ Contributed to email marketing, online promotions, and sales events, ensuring effective marketing coordination.
- ✓ Collaborated on successful gaming competition events and campaigns in 2013 and 2014, boosting brand visibility and engagement.

Market America Shop.com | Greensboro NC

Sales Representative & Independent Distributor Manager

Aug 2008 to Oct 2011

- ✓ Launched a successful self-employed business selling health, beauty, and fitness products through online and offline channels.
- ✓ Managed all aspects of the business, including orders, inventory, and expenses.
- ✓ Developed and executed marketing strategies through events and online platforms.
- ✓ Led and mentored a team of 200 representatives across regions, enhancing sales performance.
- ✓ Provided exceptional product support and after-sales service, building strong client relationships.
- ✓ Exceeded sales targets through upselling and effective training for distributors in various markets.

Markwins International Corporation | Walnut CA

Production Artist / Senior Graphic Designer

Aug 2006 to Aug 2010

- ✓ Created graphics for product designs and packaging artwork for youth cosmetics brands like A.C.T., POP, Bratz, Disney, and Warner Bros.
- ✓ Developed style guides and visuals for major retailers, including Walmart, Costco, and Sam's Club.
- ✓ Designed labels, hang-tags, visual merchandising displays, and presentation boards.
- ✓ Collaborated with the Brand Manager and Senior Graphic Designer during pre-production and final stages.

- ✓ Coordinated with the China office on ingredient listings and mass-production artwork.
- ✓ Utilized B2B selling skills and traveled biannually to China for sample oversight and production validation.

Graphic Idea, Inc | Baldwin Park CA

Senior Graphic & Catalog Designer Jul 2002 to Aug 2006

- ✓ Utilized Adobe Creative Suite for photo shoots, image editing, packaging design, and print layouts, including catalogs, brochures, flyers, posters, postcards, and stationery.
- ✓ Demonstrated expertise in product photography to ensure high-quality visuals.
- ✓ Assisted clients with front-end website design concepts.
- ✓ Managed and trained interns, overseeing projects and artwork.
- ✓ Leveraged extensive experience in the printing industry to provide expert insights.

Gogo Media, Inc | Los Angeles CA

Creative Director Feb 2001 to Jul 2002

- ✓ Directed and designed ad layouts for the bilingual magazine GoGoMag, focusing on fashion design aesthetics.
- ✓ Collaborated with print shops to ensure a smooth and efficient printing process.
- ✓ Created web layouts for GoGoMag's online platform.
- ✓ Led and trained interns to help them meet tight deadlines.
- ✓ Developed posters, ads, and websites for the Subskin clothing line, contributing to the fashion design sector.

EDUCATION

Cal State Fullerton | Fullerton, CA

Entertainment Art , Bachelor Aug 1999 to Sep 2005

SKILLS

Proficient Skills (10+ Years)	Experienced Skills (5-9 Years)	Intermediate Skills (2-5 Years)
Adobe Creative Suite	Market Analysis	Adobe Premiere
Branding & B2B Marketing	Google Ads	Microsoft Excel
E-Commerce	Google Analytics	Mobile Marketing
Event Planning	Google AdWords	Email Marketing
Leadership	SEO (Search Engine Optimization)	CSS & HTML5
Photography & Video Production	Social Media Management	A/B Testing
Project Management	Digital Marketing	SEMRush
Sales	Meta Advertising	ERP/WMS Warehouse Management
SEO/SEM	WordPress	Hubspot
Web Design	Shopify	ERP/WMS

Languages & Certification

- English - Fluent | Cantonese - Expert | Mandarin - Expert
- Google Digital Marketing & E-commerce Certificate 2024
- Meta Social Media Marketing Professional Certificate 2024