

Creative and driven writing professional seeking fresh challenges for my skills. With a host of technical proficiencies and over seven years' experience in marketing and technical writing, I am prepared to deliver what your business needs. I'm a self-starter with excellent multitasking skills who shines in a role where collaboration is key. I love building connections through stories. Let's write the next page of yours.

Work Experience

Technical Writer

EnerSys
Alpha Technologies Services, Inc.
Bellingham, WA

9/2018 – Present

- Managed Technical Publications department
- Established collaborative working group with technical writers at Alpha/EnerSys
- Created and managed warranties for broadband products
- Developed, edited, and maintained documentation including technical manuals, quick-start guides and installation instructions for broadband products
- Designed and updated technical illustrations, tables, and layouts
- Collaborated with marketing, engineering, and product managers on deliverables
- Coordinated schedules and deadlines with product and project managers
- Utilized Product Life-cycle Management (PLM) and SAP ERP systems to create part numbers, manage revisions, and release documents

Digital Marketer

Phoenix Dice
Taipei City, Taiwan

2/2020 – 5/2020

- Initiated a digital marketing campaign on Facebook and Instagram to increase outreach, brand awareness, and sales
- Utilized tools such as Facebook Ads, Google Ads and Analytics, and Mailchimp to create a data-driven campaign
- Reached over 220,000 people via a social media campaign

Copywriter/News Broadcaster

International Community Radio Taipei (ICRT FM 100)
New Taipei City, Taiwan

8/2013 – 11/2017

- Wrote a series of radio scripts on Hakka language and culture which were anthologized in a 2017 collection, *We Love Hakka*
- Wrote radio ads for clients including Ford, Audi, BMW, EVA Air, the Taiwan Tourism Bureau, the Macao Government Tourism Office, and the Hakka Affairs Council
- Wrote and edited copy for social media posts, radio ads, and marketing materials for domestic and international clients
- Translated commercials, DJ announcements, legal documents, marketing materials, online content for events, and social media posts from Chinese to English
- Performed voice-overs for commercials and programs
- Directed voice talent in studio for radio ads
- Contributed to the [ICRT blog](#) with technology and entertainment reviews
- Collaborated with colleagues to create videos, logos, and graphic design
- Acted as substitute news anchor, writing news stories and delivering newscasts

Skills

- Technical Writing
- B2C/B2B Copywriting
- Data Analytics (Facebook, Google)
- Copyediting
- Digital Marketing
- Script Writing
- SEO Writing
- Content Writing/Blogging
- Web/Graphic Design
- UI/UX Design
- HTML/CSS/JavaScript

Software

- InDesign
- Photoshop
- Illustrator
- After Effects
- Premier
- Adobe XD
- Solidworks eDrawing
- 3DS Max
- Microsoft Office
- SAP
- Omnify

Languages

- English - Native speaker
- Mandarin - Intermediate
- Japanese - Novice

Education

Udacity 2020
Digital Marketing Nanodegree Certificate

Udemy 2018
UX/UI Design Certificate
Web UI/UX Design w/ Adobe XD Certificate

Chinese Culture University 2012
Mandarin Learning Center
Taipei, Taiwan

National Taiwan University 2012
NTU Language Center
Taipei, Taiwan

Whatcom Community College 2009
Web Design to 2010
Bellingham, WA

DigiPen Institute of Technology 2004
Bachelor's of Fine Arts to 2008
in Production Animation
Redmond, WA