

Yun-Fei (Yunni) Lin
1983/07/17
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SUMMARY OF QUALIFICATIONS

- Excellent project management, leadership and event planning skills Tech-savvy, confident public relations specialist with more than 10 years of experience in marketing and PR across Greater China
- End to end campaign strategies specialist, from planning, creating and implementing to launch
- Deep insight of entertainment business
- Creative, enthusiastic and positive
- Native in Mandarin and English

EXPERIENCE

Inheritance Co.,Ltd.

Taipei, Taiwan
03/2021-02/2021

Executive assistant to general manager

- Communicate and integrate the process of administrative affairs
- Communicate and coordinate across departments
- Proactively maintain customer relationship
- Schedule planning

Accucrazy Digital marketing Agency

Taipei, Taiwan
05/2019-11/2020

Marketing and Sales

- Develop new clients and maintain relationship with existing customers
- Create promotion campaign for more than 10 brands
- Launch “the golden duck” snacks offline events
- Collaborate with KOL, bloggers and media

Freelance Business Operations Advisor

Chengdu, China
01/2018-07/2018

- Plan and promote special events for Korean restaurant within 3 months
- Staff training program

Element International Ltd.

Taipei, Taiwan
02/2015-10/2017

Marketing director/co-founder

- Define company vision for selling “ready to cook” package and sous vide cooking ware
- Created sales business plan and drove strategy development for each market
- Lead online / offline marketing campaign: crafted online content, managing conferences and events both to increase overall brand awareness
- Research market competitors and industry trends to identify potential new products and services

Freelance Event planning Specialist

Shanghai, China
09/2013-11/2014

- Plan and launch special events for dance group from Hawaii and DJ performance
- Collaborate with non-profit organization and charity

Ding-Fong Auction Ltd.

Taipei, Taiwan
11/2012-08/2013

Marketing Manager

- Organize bi-annual coin auction of up to 1500 pieces in Hong Kong
- Lead customer relationship management to grow of potential buyer base
- Crafted auction event campaign prior to the auction
- Leading logistics team, including photographers, publishers and printing manufacturers for auction brochures and catalogs productions
- Managing details of auction operations, including travel schedule, venue set up, flight &

transportation schedule, and accommodations.

Ample Ideas Media Ltd.

Film Production Specialist

Beijing, China

09/2012- 10/2012

- Managing relations between artists and production companies
- Communicate with different agencies and artists in pre-production stage
- Plan and organize auditions for directors and producers
- Lead the team to manage artists' day to day activities shooting schedules

JPEK International

Co-founder / Business Development Manager

Taipei, Taiwan

01/2011- 08/2012

- Launch new product lines in greater China region specifically targeting tourism industry
- Leading devise marketing strategies and cross industry cooperation
- Conduct online based research to determine the target market and effective advertising channel
- Create promotional campaign for jewelry sales

Piao-Piao Art Gallery

Marketing Specialist and Sales

Taipei, Taiwan

05/2009-01/2010

- Plan and launch new art exhibition every 3 weeks
- Copywriter for all promotional material and artist/artwork introduction content
- Organize opening reception for each exhibition

Puma Taiwan

PR specialist, Marketing and Promotion Team

Taipei, Taiwan

08/2005-07/2006

- Set up a complete active system of up to 300 artists sponsorships
- Produce Puma Taiwan's monthly reports to Puma Headquarter
- Boost media exposure including newspaper, magazines, TV, and TV drama series
- Co-Launch 2006 Spring Fashion Show
- Conduct press conference for upcoming new series for Puma Golf and World Cup event
- Manage and supervise exhibition for retail sales and wholesales (2006 Spring/2006 Summer/2006 AW)
- Keeping close contact with photographers, publishers and printing manufacturers for booklets and flyers to help promote and advertise Puma

China Television Co.

Actress

Taipei, Taiwan

06/1999-09/1999

- Supporting actress in a major TV drama series (40 episodes)

EDUCATION

Academy of Art University

Master of Fashion Art, major in Fashion Merchandising

San Francisco, CA

02/2007-08/2007

Hawaii Pacific University

B.A., Advertising, minor in Public Relations

Honolulu, HI

10/2001- 05/2005

Extra Training Courses:

Green Ray Stage Performance; Certificate- Actor Workshop

05/2015-06/2015

Green Ray Stage Performance; Certificate- Creative performance

11/2014-12/2014

Istituto Marangoni London; Certificate: Image Consultant

08/2008

Istituto Marangoni Milano; Certificate: Fashion Design

07/2008