



Sarah Chen

Marketing & Communications
Manager @International Cos-
metic Suppliers | NGO founder
| MBA

Taipei, Taiwan

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Languages

- Chinese (Work Proficiency)
- Spanish (Native)
- English (Native)
- French (Basic)

About

8.5 years of experience in marketing, communications, and environmental education.

I specialize in developing and executing go-to-market strategy, brand strategy, and building teams from zero to one. Despite having worked with 36+ global brands to date spanning 16 industries, I will always have a soft spot for travel, tech, luxury, and beauty.

5+ years of experience managing cross-functional and multi-cultural teams, from 5 to 20 direct reports depending on the complexity of the project and role.

12 years of copywriting experience as a UX writer, technical writer, marketing ghostwriter, and transcreator. I've written brand books, podcast scripts, speeches for C-suite executives, and digital content for multinational brands across various platforms (I'm an early adopter of ChatGPT and can finetune the copy to be even more effective!).

I'm a Hispanic Asian who has lived and worked in Venezuela, England, Taiwan, and France. I'm also proudly part indigenous, belonging to the Amis tribe in Taiwan. My heritage and international upbringing have enabled me to tackle complex situations and to work with people from all backgrounds more effectively.

I'm a founding member of Taiwan's 1st youth-led climate change NGO since 2011 and in 2023 completed my Cambridge Business Sustainability Management training. My career mission is to continue finding creative and strategic ways to marry sustainability with business within the beauty and lifestyle space.

BRANDS WORKED WITH

- Fenty Beauty
- Grace Han
- International Cosmetic
- L'Oréal
- National Taiwan University
- Point.Of
- Radio Taiwan International
- Red Peak

Experience



● Marketing & Communications Manager

International Cosmetic | Jul 2022 - Now

- Orchestrated marketing initiatives across North America, EMEA, and APAC, managing 5 direct reports and optimizing a stringent budget.
- Elevated brand visibility through team upskilling and improving brand guidelines.
- Led monthly strategy meetings with Sales, CEO, and Directors across diverse time zones.
- Implemented trackable client e-newsletters, achieving a ~4% click rate, exceeding the industry standard of 2.18%.
- Qualified and fielded 45-50 monthly leads, collaborating with global cross-functional teams.
- Produced annual sustainability reports and worked with department heads in collecting ESG data for submission, contributing to the company's EcoVadis Platinum rating.

● Independent Consultant in Marketing, Copywriting, Voice Recording, Interpretation

| Jul 2011 - Now

[Marketing]

Optimised marketing strategies & communications materials for businesses in France, USA, Taiwan, and China: Acer, Giant Group (Momentum, Liv), Okuma Fishing, RI-THAI International Inc., Inna Organic, Visoanska Cosmetics, Metropolitans Paris, Blatage Coffee, MAI Bakery full list (available on request).

[Interpretation]

Facilitated cross-cultural business collaborations for: Ensanche

Industrias Tornolara, Construcciones y Auxiliar de Ferrocarriles, and Oficina Económica y Cultural de Taipei en Venezuela.

[Voice Over]

Recorded training materials for Acer and different branches of the Taiwan government via Hong Yan Translation Co. Ltd.

- **Marketing Consultant**

Point.Of | May 2021 - Jun 2022

Co-developed client marketing assets and guided clients in winning design awards. Co-created content for the design studio's website, social media channels, and pitch presentations.



- **Marketing Consultant**

L'Oréal | Jun 2020 - Sep 2020

Developed 3 CRM program acceleration strategies on fragrance brands, piloted in France.



- **Marketing Consultant**

Fenty Beauty | Jun 2020 - Jun 2020

Developed a CX strategy to grow average basket size by 2x, leveraging retailers, social media, and youth culture insights.

- **Marketing Manager**

Grace Han | Jul 2017 - Jan 2020

Built Marketing from the ground up for luxury accessories brand Grace Han and spearheaded its global launch. Additionally oversaw the management of business partnerships, the performance of all channels (owned, paid, earned), VIP and PR events, retail operations, crisis management, contracts negotiation, talent hiring, CEO interviews, etc. as an Interim Chief of Staff.



- **Brand Strategist**

Red Peak | May 2015 - Jan 2017

Worked alongside C-suite executives and startup founders to develop their corporate & brand visual identities and marketing strategy for new sub-brands and products launched worldwide. Sectors included gaming, tech, healthcare, finance, and more. I was also a founding member of the Red Peak Asia branch where we grew our team of 5 to 20 in less than 2 years.



- **Project Manager**

National Taiwan University | Mar 2012 - Mar 2013

Led a team of 10 in developing 3 digital games (1st generation) on water security issues, now used in 35 institutions globally as educational tools (i.e. Imperial College London).

- **Radio Broadcaster**

Radio Taiwan International | Feb 2012 - Feb 2013

Produced 50 episodes broadcasted to an international audience on environmental issues, innovations, and social movements in Taiwan. (The show has now ceased. Radio scripts available on request)

Education & Training

2019 - 2020

- **ESSEC Business School**

Global MBA, Luxury Brand Management

2006 - 2011

- **University of Southampton**

Bachelor's Degree, Environmental Science

2004 - 2006 ● **Colegio Internacional de Caracas**
International Baccalaureate,