



Yi Chun Kuo

Brand Strategist

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Languages

Mandarin

English

About

As a highly self-driven and enthusiastic brand strategist with a master's degree in Brand Leadership, I have built my career within the branding and marketing industry with experience gained from both in house and creative agency roles. With a strong international mindset and high commercial awareness, my experience in copywriting, brand strategy development, multi-channel campaign management, and data analysis has equipped me with the ability to generate insights and translate them into innovative ideas and strategies. I am excited to contribute my skills to help brands change the world through fascinating consumer experiences.

BRANDS WORKED WITH

- CC Strategy
- CHURCH'S FOOTWEAR
- Vetica Group
- Wang De Chuan Tea House
- Yun San Corporation

Experience

- Sales Assistant**
CHURCH'S FOOTWEAR | Nov 2022 - Now
 - Communicating effectively and building strong relationships with customers of all ages and backgrounds, ensuring a positive shopping experience.
 - Proactively identifying and solving problems, including identifying opportunities to increase sales, improve processes, and enhance the customer experience.

Relocated to London, United Kingdom 2022
- Communication Assistant Supervisor**
Wang De Chuan Tea House | Apr 2021 - Dec 2021
 - Managed the full lifecycle of cross-channel branding campaigns, including strategy development, budgeting & planning, performance tracking, optimisation, and post-campaign review.
 - Crafted compelling marketing content and copy for omni-channels, including Electronic Direct Mail (EDM), social media engagements, advertisements, and in-store Point of Sale Materials (POS).
 - Planned and executed online and offline marketing events, such as antique tea auctions and brand collaborations, to drive engagement and boost brand awareness.
 - Analysed data from various sources, including Google Analytics and sales panels, to optimise campaign tactics and strategies based on key metrics and insights.
 - Launched 4 podcast series to enhance brand image and customer engagement, resulting in 10,000 downloads within the first month.
- Brand Strategist**
Vetica Group | Jan 2021 - Mar 2021
 - Analysed data generated from various sources and channels to conduct market trend research, competitor analysis, and brand portfolio analysis, to enhance data-driven decision-making.
 - Translated key insights into brand strategies. Articulated recommendations and proposals to key stakeholders in a clear and concise manner.
- Sales Specialist**
Yun San Corporation | Oct 2018 - Jun 2019
 - Successfully managed and executed the organisation of pop-up stores for marketing activation events, delivered excellent customer service to ensure customer satisfaction and value.
 - Demonstrated in-depth knowledge of the product range offered, including features, benefits, and pricing, to assist customers in making informed purchasing decisions, resulting in daily sales of £1,500.
 - Tracked and analysed sales data and inventory levels to predict product



trends, to evaluate sales performance, and to assess the commercial impacts of marketing activities. Reported on key metrics such as bestsellers and slow-sellers.

- **Account Executive**

CC Strategy | Sep 2015 - Mar 2017

- Steered the successful deliveries of Integrated Marketing Communications (IMC) campaigns and projects for clients in the mobile gaming and FMCG sectors.
- Formulated and pitched comprehensive brand strategies for end-to-end multi-channel campaigns, encompassing budget management, brand image, and branding content creation.
- Leveraged market research and consumer data analysis to generate consumer insights, optimising branding strategy.
- Planned and oversaw marketing and branding activities, such as press conferences, press releases, social media tracking, and public relations events.
- Coordinated communication with vendors, including production houses, photographers, and media agencies, to ensure timely project delivery.
- Developed strategies and wrote scripts for over 30 television commercials within two years.

- **Copywriter**

Wang De Chuan Tea House | Oct 2013 - Dec 2014

- Produced and disseminated social media content across the brands' e-commerce channels and social media platforms to enhance the targeted audience reach.
- Collaborated with cross-functional teams to develop and articulate branding content aligned with seasonal themes, such as product packaging designs, brochures, and POP items.
- Conceptualised and launched a daily YouTube podcast series, crafting scripts for 40 episodes with a narrative approach that leveraged the rich history of Taiwanese tea culture to bolster the brand image. Resulting in over 76,000 online views.

Education & Training

2019 - 2020 ● **University of East Anglia**

Msc. Brand Leadership,

2009 - 2013 ● **Chung Yuan Christian University**

Bachelor of Arts,