



Belinda Sun

Senior Digital Marketer Specialize in Luxury Fashion Sector

📍 Hammersmith, London, UK

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Languages

English (Fluent)

French (Basic)

Mandarin (Native)

About

An experienced marketer with over 6.5 years of digital marketing and account management experience. Proficient in Programmatic Display, Paid Social, Paid Search with strong insight in CRM across UK, EMEA, US and China markets. I specialize in media strategy, media planning, and campaign activation. I possess a can-do spirit and a problem-solving mindset

BRANDS WORKED WITH

Christian Dior Couture

cogitoimage design int'l co. ltd

Crisp

iPinYou

JAKALA

Louis Vuitton

OAK ROOM

Experience



● Paid Media Manager

JAKALA | Jan 2023 -

Lead media strategy and develop multi-channel roadmap to achieve +900% ROI on DTC luxury hospitality campaigns worth +10 million GBP, focusing on Paid search, Paid social and Programmatic Native
° Achieved +110% CPA on B2B & E-commerce accounts through strategic a/b testing, data analysis, and bidding strategy optimisation

Lead & train senior paid media executives on marketing strategy and campaign activation across Google, Facebook, Instagram, Youtube, LinkedIn, Microsoft Bing and Amazon

Manage internal & external stakeholders on creatives design, UX, CRM, and data dashboard projects which led to 100% campaign success rate



● Account Manager

Crisp | Dec 2021 - Dec 2022

Specialize in luxury & fashion sector

Achieved an 80%-90% client satisfaction rate through project planning, client relationship development, business identification and cross-functional management

Monitored risks on social media to protect brands' wellbeing

Advised on organic social content strategy & media trends for luxury houses.

Clients: Hermès, Louis Vuitton, Dolce & Gabbana, Gucci, Valentino, Burberry, Chanel etc.



● Programmatic Account Manager

iPinYou | Sep 2019 - Nov 2021

Grew revenue on key clients from £30K GBP to £120K GBP per month through multi-channel activations across full marketing funnels in collaboration with Accenture

Trained junior account executive on campaign activation, budget planning, and media buying on DOOH, Programmatic Guaranteed, and Direct buy deals

Increased +35% CTR & +5% CR through senior stakeholder management, strategic media planning, and campaign optimization

Conducted granular data analysis, strategized customer segmentation and devised media strategy which led to a nearly 70% client rebook rate

Trained and advised self-serve clients on system operation, programmatic landscape and new martech collaboration

Participated in new business pitches and led strategic planning to ensure actionable campaign launch



● Senior Account Executive

iPinYou | Nov 2018 - Sep 2019

Supervised +30 Programmatic Display campaigns over £80K per month and achieved +120% performance KPI

Cooperated with cross-function stakeholders including tech, media, and

sales teams as well as 3rd-party agencies to achieve 98%+ campaign success rates

Performed exceptional client management skills to retain key accounts such as Piaget, L'Oreal Group, Estee Lauder Group, Burberry, etc.

Conducted data reporting and supported in-depth analysis for media recommendation

iPinYou is the largest DSP and leading AI solution platform in China with a focus on programmatic advertising, DMP, and CDP across multiple industries.



● Retail Trainee Manager, Step-by-Step (Dior Homme)

Christian Dior Couture | Jul 2017 - Dec 2017

Developed both regional and international customer relation by optimizing customer service, improving after-sales process and managing CRM system

Maximized sales potential by analyzing sales data to provide product performance insight for HQ merchandising decision

Enhanced inventory management and internal distribution efficiency in cooperation with the supply team

Refined visual merchandise planning by reviewing category performance and identifying merchandise trend

Demonstrated strong cross-selling technique in three main categories: leather goods, shoes, and ready-to-wear with excellent product know-how and monthly category rotation



● Marketing Associate DTC Marketing in Luxury Industry

OAK ROOM | Apr 2015 - Apr 2016

Supervised and managed both online and offline marketing campaigns across Paid Social, E-mail marketing, E-commerce, and CRM events

Increased +50% online traffic by leading influencer collaborations on social media content and managing omnichannel marketing strategy

Defined well-structured Social Media calendar and headed advertising projects in liaison with photography agencies and fashion magazines (GQ, Esquire)

Achieved +20% email conversion rate through clear customer segmentation and content optimisation on email marketing campaigns

Led paid media campaigns and optimised website traffic by revamping E-merchandise, improving SEO and organic social content

Organized VIP events and trunk shows in coordination with vendors, sales team, and PR agency

● Account Specialist B2B Sales

cogitoimage design int'l co. ltd | Sep 2014 - Nov 2014

Managed B2B customer relationship to drive demand for exhibition solution services and successfully developed 2 new cooperate clients within a month

Demonstrated strong cross-functional communication skills through cross-departmental collaboration

Managed CRM database by analyzing market potential and researching customers' profiles



● Human Resource Training Assistant

Louis Vuitton | Jul 2012 - Jan 2013

Collabroated with Asia headquarter on annual Training events, including PR samplings coordination, training materials preparation, and training platform management

Increased training efficiency through managing HRIS system and developing monthly training report

Organized and translated training materials

Education & Training

2016 - 2017

● HEC Paris

Master's Degree,

2009 - 2014 ● **National Chengchi University**
Bachelor's Degree,