



Belinda Sun



Paid Media Manager with over 6 years of marketing experience focusing on luxury fashion sector

 London, UK

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Links

 [Website](#)  [LinkedIn](#)

Languages

English (Fluent)

Mandarin (Native)

French (Basic)

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

Crisp

iPinYou

JAKALA

OAK ROOM

Experience



● Paid Media Manager

JAKALA | Dec 2022 - Now

Lead impactful media strategies and develop multi-channel roadmaps to achieve CPL & ROAS on DTC, B2B and E-commerce campaigns valued over 1 million GBP. Primary focus on paid search, paid social and programmatic display, I drive successful digital marketing activations through strategic A/B testing, data analysis and bidding strategy optimization.

I currently manage a team of 2 junior paid media managers and provide mentorship on marketing strategy, campaign optimization across major platforms including Google, Facebook, Instagram, YouTube, LinkedIn and Amazon.



● Account Manager

Crisp | Dec 2021 - Dec 2022

Achieve 80%-90% client satisfaction rate through strategic project planning, client relationship development, business identification, and effective cross-functional management. I monitored media trends and provided strategic insight on organic social content strategy for luxury fashion brands.



● Programmatic Account Manager

iPinYou | Nov 2018 - Nov 2021

Elevated key accounts from £30K to £120K per month on programmatic display campaigns, incorporating Programmatic Guaranteed, DOOH, and Direct buy initiatives. I devised targeted media plans and partnered with the sales team on customer segmentation strategies. Primary focused on strategic media planning, data analysis and reporting, my expertise in senior stakeholder management had translated into a nearly 70% client rebook rate.

I managed a senior account executive and provided training on campaign optimization and media planning. I also managed external training to self-serve clients and cooperated with ops, tech and media teams on training material production.



● Retail Trainee Manager

Christian Dior Couture | Jul 2017 - Dec 2017

Maximized sales through cross-selling and cultivated both regional and international customer relations by enhancing after-sales service and managing CRM system. To influence HQ merchandising decision, I analyzed sales data and provided product performance insight. Additionally, I collaborated closely with the supply team to improve inventory management and internal distribution efficiency, contributing to streamlined operations.



● Marketing Associate

OAK ROOM | Apr 2015 - Apr 2016

Managed an omnichannel strategy to drive online and offline marketing activations. I collaborated with key influencers on social content strategy with a media mix of email marketing, SEO and paid media to drive +50% website traffic. I defined structural social media calendar and PR projects in cooperation with photography agencies and fashion magazines such as GQ. Besides managing E-merchandise, product catalog, I organized VIP events and trunk shows with multiple stakeholders.

● **Account Specialist B2B Sales**

| Sep 2014 -

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

Demonstrated strong team spirit and exceptional communication skills through cross-department collaboration with the design, engineering, and branding team

Developed exhibition strategy with creative ideas to best map customer's budget and need

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

● **Human Resource Training Assistant**

| Jul 2012 -

Co-worked with Asia headquarter on the annual Training event, including PR samplings coordination, training materials preparation, and training platform management

Increased training efficiency through establishing, managing HRIS system and developing, monitoring monthly training report

Organized and translated training materials

Education & Training

2016 - 2017

● **HEC Paris**

Master, Marketing