# PROFILE

[www.janicewongbing.com](http://www.janicewongbing.com/)

A senior marketing/ art director with 25+ years of experience specializing in brand development, digital marketing, project management, and graphic design including product development, photo shooting, product content. A proven record of budget awareness and time efficient marketing material support.

Bilingual skill also a plus in communication meeting customer needs. Adapt at building and leading coworker to meet exceptional design and projects.

# PROFESSIONAL EXPERIENCE


## AOK group, USA

Marketing/ Art Director, Nov 11 - current

* Design marketing material such as product specification, promotion ads, sales program collateral, product package and corporate branding to elevate branding in retail industry
* Website design and development
* Coordinate photo shooting and product listing for all online sales listing
* Compare, analysis and provide market trend and competitor in price, model and technology; understand SEO in internet marketing; deliver report to sales team and product manager
* Confers with department supervisors and factory production in support in product release, production schedules and report

## ILY Enterprise, USA

Art/Marketing coordinator, Jan 06 – Mar 07

* Managed promotions and quarterly marketing campaign that promote sales revenue
* Organized and conducted trade show presentations, promotional events, and seminars
* Coordinated product and marketing review to increase customer’s loyalty rate
* Negotiated with varies vendors that saved marketing budget by 20%

## All Strong Industry, USA

Art Director, April 03 – Nov, 05

## Chong Hing Jewelers

Creative Director, April 02 - December 02

## Midas Design Associates (Hong Kong)

Senior Graphic Designer, June 98 - August ‘01

## Tach Design (Hong Kong)

Graphic Designer, July 96 - Jan 98

16202 Elza Drive, Hacienda Heights, CA 91745

(626) 652-1009

janicewong1@yahoo.com [www.janicewongbing.com](http://www.janicewongbing.com/)

# EDUCATION

Bachelor of Art, Graphic Design **California State Polytechnic University**

June 92 - June 96

A.A. Child Development **MT. San Antonio College**

Jan 07 – Dec 11

# KEY SKILLS

Adobe Illustrator Adobe Photoshop Adobe Acrobat Adobe InDesign Microsoft Office

Project Management Digital Marketing Product Development

# LANGUAGE SKILLS

Fluent Speaking, Reading, Writing & Typing in **English and Chinese** (Cantonese & Mandarin)

# HOBBIES

Boy Scout leader Children book art creation