

JANICE WONG

www.janicewongbing.com

PROFILE

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.

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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 various 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

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