



Sr. Marketing Manager & Creative Producer

About:

Creative marketing leader with 10+ years of experience architecting large-scale digital campaigns for entertainment and tech companies. Proven track record launching successful streaming releases, building meaningful partnerships with creators to amplify campaigns, and driving viewership success through data-driven optimization. Expert at building scalable marketing operations with competing deadlines, managing complex budget systems, and consistently delivering results in fast-paced, ambiguous environments.

Core competencies:

- Concurrent project management with tight deadlines
- Building scalable processes and tracking systems
- Cross-functional alignment and leadership reporting
- Balancing business needs with creative goals within budget
- End-to-end campaign development and execution
- Partner and creator relationship management

Skills

- Project management tools (Asana, Notion, Smartsheet)
- Figma and Adobe Creative Suite
- Webflow & similar website development softwares
- Google Business Suite and Microsoft Suite
- Budget management and resources allocation
- Mandarin

Professional Experiences:

● Director of Marketing Production, Spotter | Feb 2024 - Present | Culver City, CA

- **Made Spotter Studio the breakout brand at VidSummit:** Negotiated title sponsorship and produced a product launch, including brand look, website, email campaigns, social giveaways, experiential design, and event activation. Secured 10+ creator deals, exceeding membership goals by 35%.
- **Built marketing production capabilities from the ground up:** Established in-house creative studio managing 2 agencies, 10+ freelancers, and 2 in-house members. Created workflows that cut costs by 75% while delivering faster results.
- **Directed marketing production for Spotter Showcase in 1.5 months:** Delivered new brand look, motion style guide, experiential designs, on-stage videos, and materials for 10 talk tracks. The event received major press coverage including [The Hollywood Reporter](#).
- **Led company-wide rebrand positioning Spotter as a premium destination for top creators:** Managed project from stakeholder interviews to production rollout. Worked with legal to trademark logo and license font. Created brand rollout plan and launched secure brand portal for internal and external partners.
- **Developed the company's first functional budget tracking system:** Built tracking and projection tools from scratch, training other teams. System enables easy allocation and reallocation for budget changes.

● Sr. Creative Producer & Campaign Manager, Amazon Prime Video | Jan 2022 - Feb 2024 | Culver City, CA

- **Campaign managed high-profile Freevee Originals:** Led campaigns for Emmy-winning Judy Justice, Emmy-nominated Jury Duty, Post Malone Documentary, and Bosch: Legacy. Created campaign timelines including key art, trailer production, media buy, and audience testing and OOH campaign.
- **Created Freevee's first automated campaign management system:** Developed templates and workflows for US, DE, and UK teams to create project timelines for different show tiers. The team used the system for Emmy-nominated Jury Duty, Emmy-winning Judy Justice, and other productions.
- **Built budget tracking system that cut creative spend by 10%:** Designed a system allowing the entire Freevee team to monitor budget cross-team for the first time. Led quarterly reporting and identified cost-saving opportunities.
- **Scaled FAST Program marketing from zero to 50 ad spots monthly globally:** Created marketing production workflow adopted by UK and DE teams. Became primary contact for studio partners including Lionsgate, NBCU, and Sony.
- **Scaled FAST Program marketing from zero to 50 ad spots monthly globally:** Managed Freevee brand budget and production roadmap for high-visibility campaigns including experiential (food truck, OOH billboards) and digital (ad sales collaterals, brand sizzle).



Professional Experiences Cont.

● Sr.Product Marketing Manager, Amazon Prime Gaming | Mar 2020 - Dec 2021 | Seattle, WA

- **Launched Amazon's Crown Channel on Twitch:** Led brand development and creative strategy for Amazon's Crown Channel on Twitch through stakeholder interviews and leadership alignment, generating a 4M live audience for the inaugural Nintendo Pokémon collaboration
- **Drove multi-show marketing campaigns:** Operated as full-service marketing team, developing campaigns for high-profile shows including "Valorant WWFest," "Chasing the Crown," and tentpole "Crown Cup" for Amazon Prime Day. Secured multi-level approvals from leadership, VPs, talent, and partners, then produced all marketing materials. Achieved average 15K CCV viewership on Twitch.
- **Built and scaled high-performing marketing organization:** Grew 4-member team while managing vendor negotiations that reduced marketing asset costs by 20% YOY. Reduced cost per view from \$0.50 to \$0.35 within one year.
- **Secured complex multi-level approvals:** Managed stakeholder alignment across leadership, VPs, talent, and partners while producing all marketing materials

● Marketing Manager, Visual Content, Amazon Launchpad | Apr 2017 - Feb 2020 | Seattle, WA

- **Launched Launchpad's first integrated digital campaign:** Produced 5 live-action commercials in 6 months. Achieved the highest social engagement rate in Launchpad's history and broke traffic records for holiday landing pages.
- **Pioneered Watch & Shop video commerce platform:** Led design of Amazon's first video shopping experience, scaling from 20 to 100 seller videos monthly. Redefined workflows reducing merchandising time from 75 to 25 hours per month. Generated 9.1B campaign impressions (+235% QoQ) and 16.7M storefront pageviews (+30% QoQ).
- **Led major rebrand initiative:** Collaborated across 20+ teams to rebrand Amazon Exclusives to Amazon Launchpad. Developed a new brand style guide and improved CTR while reducing store abandonment rates.

● Digital Marketing Strategist, Spark Growth Partners | May 2014 - Apr 2017 | Brooklyn, NY & Toronto, ON

- **Managed complex multi-vertical campaign portfolio:** Launched 6 concurrent holiday campaigns within 2 months across retail, B2B, and subscription verticals, each requiring distinct strategies. Managed across social strategy, web design, email marketing, and paid advertising while learning design skills to ensure delivery.
- **Developed revenue-generating service offerings:** Created new programs including conversion optimization, website UX design services, and integrated paid advertising with conversion optimization. These service expansions drove client upsells and directly contributed to company growth.

Educations:

- Master of Science, Integrated Marketing | Sep 2012 - May 2014 | New York University
- Bachelor of Arts, Translation | Sep 2007 - May 2011 | Beijing International Studies University