

# Vivienne Piong

## Brand Marketing & Designer

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Determined, strategist, fearless leader, team player and also a proud graduate of OSU Marketing and Operation major class of 2012. I'm a valuable member to any marketing team whose concentration is in market analysis, strategy, business operation and execution. Working in BriskHeat Corporation that focuses in a lean operation had built my skills in juggling diversified marketing responsibilities including creating marketing collaterals from concept to launch, analyzing sales numbers and assuring brand consistency through all communications to support sales team. My analytical skills in piecing complex information into easy-to-understand marketing processes quickly became my core strength, helping corporations to thrive in this dynamic and ever-changing business world.

Now in the pursuance of my 2nd Degree, I quickly caught on with the latest design capabilities. Armed with Marketing and Design, I will make a great team member to companies that value user-centric designs with pull marketing strategy. I am currently a Brand Marketing at 100% Pure, a 100% natural cosmetic company based in San Jose. I design systems for marketing collaterals and am always deeply passionate about creating the best customer experience and engagement.

## WORK EXPERIENCE

### **100% Pure - Brand Marketing & Designer**

January 2015 - Present      San Jose, California

- Lead projects from definition to completion
- Plans and develops design standards, guidelines and templates to establish brand consistency through all developed collaterals
- Collaborate with creative team to ensure all strategic objectives are met
- Responsible for up to date and consistent brand identity through all online and offline marketing channels
- Schedules and executes marketing materials for retail, business development, web and online channels
- Actively supervise, train and schedule tasks for contractors and interns

### **BriskHeat Corporation - Assistant Marketing Manager**

January 2013 - January 2014      Columbus, Ohio

- Assisted the Vice President (of Marketing and Internal Communications) in the implementation of marketing programs
- Facilitated in new product launches by creating marketing materials for Sales department and eCommerce platform.
- Increased brand awareness with the use of web platforms, emailing tools, social media tools and press tools
- Create brand image consistency across multiple platform, including brochures, catalogs, line cards, instructional manuals and web

### **BriskHeat Corporation - Marketing Intern**

June 2012 - December 2012      Columbus, Ohio

- Voluntarily developed and proposed marketing plans for winter months with the goal to increment sales
- Held a major role in Managing CRM by engaging with customers through social media platforms and email marketing
- In charged of maintaining a consistent brand image across multiple platforms from brochures to eCommerce platforms
- Assisted company with new product launch by utilizing press release platforms such as PRWeb to increase publicity

### **Brand Thunder - Marketing Intern**

June 2011 - August 2011      Columbus, Ohio

- In charged of analyzing market data trends and implementing improvements resulting in driving an additional 200 new users per week.
- Demonstrated user experience skills that resulted in holding a major role in the making of the company's new webpage layout.
- Held a major role in the company's video project, driving an average of 300 views during the first week of launch.

## EDUCATION

### **Ohio State University**

*Bachelors of Science in Marketing and Operations Management*  
September 2010 - December 2012      Ohio, United States  
GPA: Marketing - 3.77, Operations - 3.20

### **Academy Of Art University (AAU)**

**Associates Degree in Fine Arts**  
January 2014 - December 2015      California, United States  
GPA: 3.788

## LANGUAGES

- Malay (Conversational)
- Mandarin (Native)
- Cantonese (Basic)

## AWARDS

### **Academy of Art University (AAU)**

*2015 AAU President's Honor List*

### **Academy of Art University (AAU)**

*2014 AAU President's Honor List*

### **Academy of Art University (AAU)**

*2014 AAU Spring Show Nominee*

## SKILLS

Adobe After Effects, Adobe Illustrator, Adobe Indesign, Adobe Muse, Adobe Photoshop, Digital Marketing,  
Email Marketing (iContact, Constant Contact, & Mail Chimp), Marketing Strategy, Microsoft Excel, Microsoft PowerPoint, Microsoft  
Word, Social Media, Project Management