

## 01 PROFILE

Meet CT, a marketing professional propelled by a passion for innovative thinking. With a natural inclination to challenge oneself, this individual excels in pushing limits and exploring uncharted territories. In the dynamic realm of marketing, CT stands out as a solutions provider, skillfully leveraging a diverse skill set to navigate challenges and contribute to business growth through effective and tailored marketing strategies. With a proven track record, the seamless blend of creativity with strategic thinking ensures impactful results.

## 02 EXPERIENCE

### **Chief Growth Officer | Furucombo**

May 2021 - Nov 2022

- Optimization of Marketing Strategy with Data-Driven Insights
- Multichain Expansion and Acquisition Campaigns
- Strategic Loyalty Program for User Retention
- Cross-Platform Content Marketing Program

### **Growth / Digital Marketing Director | KKday**

Jun 2018 - Feb 2021

- Cross-Region Market Expansion
- Revolutionizing Sales with Predictive Modeling
- SEO Dominance and Traffic Surge
- Creative Brand Building Campaigns

### **Associate Creative Director | J. Walter Thompson Taipei**

May 2012 - Dec 2016

- Pioneered innovative campaign concepts
- Shaping creative vision and strategy
- Inspiring and leading cross-functional creative teams

## 03 EDUCATION

### **London College of Communication**

Master of Arts (MA), Graphic Design

### **Fujen Catholic University**

Bachelor of Fine Arts (BFA), Design and Applied Arts

## 04 AWARD

FUTURE COMMERCE, 2020, Innovation Management, Bronze  
La Vie Taiwan Creativity 100, 2019, Top 10 Creative Platform  
The 39th Times Asia-Pacific Advertising Awards, 2016, 2 Bronze  
4A Creative Award, 2016, Bronze  
4A Creative Award, 2015, Finalist  
The 38th Times Asia-Pacific Advertising Awards, 2015, Finalist  
The 36th Times Asia-Pacific Advertising Awards, 2013, 2 Gold 1 Bronze 1 Finalist  
LongXi Award, 2013, Bronze  
D&AD Graduate Academy, London, United Kingdom, 2011, Winner  
The 29th Times Asia-Pacific Advertising, 2006, Bronze  
The 11th Times Awards Youth, 2002, Finalist