

"Listen To Consumers, Speak For Brands."

EGGIE. HUANG

SR COPYWRITER + CREATIVE

## PROFILE

10+ years Copy-based Creative with a demonstrated history of working across 4A agency, VOGUE IMC China, consultant firms and global trans-creation agency. Specialized in strategically thinking from brand perspective and translating users' insight to all kinds of creative with strong copywriting skills. Client portfolio therefore proudly ranged from luxury, fashion, leisure, automotive, FMCG, finance and technology service industry in Taiwan, Hong Kong and Mainland China.

## SKILLS

Mandarin(Native), English(Professional)  
Korean(Conversational), Cantonese(Basic)

## EDUCATION

**TAIWAN CHENGCHI UNIVERSITY • 2003-2007**  
Bachelor of Arts, Chinese Literature

**NTNU EXTENSION • 2010**  
Continuing Education, Korean Study

## CAREER HISTORY

OCT, 2019 - PRESENT



### FREELANCE CREATIVE DIRECTOR & SENIOR EDITOR

- Successfully interpreted the strategy and concept from global clients, i.e. **Beats, Uber, Uber Eats, LEXUS, Skyscanner** and **Airbnb** into local activation behind identifying the insights and consumer behaviors.
- Actively macro-manage the multi-tasking projects crossed different regions in Singapore, UK, Spain, Taiwan and Mainland China to ensure the successes of new product launch.
- Contract agency: HORGATH WORLDWIDE(UK), TRANSLATED(IT), WHATEVER(TW), CREATIVE TRANSLATION(SG)

OCT, 2018 - SEP, 2019

PUBLICIS.SAPIENT



### CREATIVE DIRECTOR

#### BEST INTEGRATED MARKETING, CHINA ROI AWARDS

- Led the team of 10 members to deliver 3 launch & 5 pitches includes **UBS APP, AXA** and **GSK** campaign within a year while developing team's capability by timely and individually coaching.
- Proactively communicated and pinpointed both global & in market clients' needs by proposing & presenting the launch strategy and creative ideas of **Loctite B2B** project and **Cartier BJ** Exhibition wechat mini-app launch.
- Won CHINA ROI AWARDS by interpreting creative strategy to bring consumers from online to offline at **Unilever Food Service CNY** campaign and successfully drove over 2 millions participation.



JUNE, 2017

## ASSOCIATED CREATIVE DIRECTOR

- Proactively managed the conflict between creative and cross-functional team by understanding each party's perspective and gave the solution or revised the resourced plan at **Hennessy** campaign.
- Led creative development and strategically sold the ideas by giving bilingual presentation behind identifying target audience's insights in **Hujiang Education branding**, **NIVEA Lips** and **Heineken CNY** campaign.

FEB, 2016

## GROUP HEAD

### BEST VIRAL MARKETING, CHINA ROI AWARDS

- Strategically grew the followers of **Viessman**, **Cartier** and **Delta** wechat account by re-structuring content strategy and designing brand voice & tonality.
- Led team brainstorming and consolidated creative deck with strong concept and engaging activation to won 4 pitches includes **Burberry SEP Show** and **Chandon Me** launching within half year.

SELF EMPLOYED • 2014



## SENIOR COPYWRITER / EDITOR

### COPY EXCELLENCE, CHINA GREAT WALLS AWARDS

### BEST DIGITAL MARKETING, ASIA-PACIFIC ADVERTISING AWARDS

- Successfully re-branded **SKODA YETI** and **Rapid SB** by proposing centric storyline through unexpected brand ambassador and increased BAIDU index 200% as well as sales of brand.
- Actively co-worked with MOTHER TONGUE, WPP HK and boutique agencies around the world to develop creative assets from global and landed to local market for **Fresh Herb Cosmetic**, **Porsche**, **SKII**, **Honda China**...with strong copywriting skills.

VOGUE IMC • 2013

CONDÉ NAST  
INTERNATIONAL

## SENIOR CONSULTING EDITOR

- Worked closely with sales team to develop customized digital advertorial and initiated market perspective & PR angle to drive AD sales from **YSL**, **H&M**, **Dior**, **Chanel**...etc.
- Successfully resolved the conflict between internal team and third party to deliver the video of **Vogue Bridal** campaign by applying strong interpersonal communication with individual and offer actual revision suggestion.

DDB CHINA • 2011

DDB

## COPYWRITER

### BEST SITE OF DAY, FWA

- Successfully sold creative ideas by composing comprehensive deck and won BEST SITE OF DAY of FWA with consumer-engaging copywriting for **Volkswagen Branding** Campaign.
- Simultaneously co-worked with 3 internal teams for pitch and maintaining 5 retainer clients includes **Volkswagen Brand**, **Tiguan**, **Lavida**, **Ballentine's**, **McDonald's**...etc

PREVIOUS EXPERIENCES



e&a

## COPYWRITER OF UNISURF DIGITAL • 2009

### TAIWAN REPRESENTATIVE, YOUNG LOTUS OF ADFEST

### BEST DIGITAL MARKETING, ASIA-PACIFIC ADVERTISING AWARDS

## CREATIVE EXECUTIVE OF E&A COMMUNICATION • 2008

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