Contact

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www.linkedin.com/in/sunlee08 (LinkedIn)
www.sunlee.me/ (Personal)

Top Skills

Marketing
Advertising
DTC

Languages

Vietnamese (Elementary)
Chinese (Native or Bilingual)
English (Full Professional)

Certifications

Google Business Intelligence
Introduction to Generative Engine Optimization (GEO)
Google Adwords Certification
AI for Talent Management and Organizational Design
Google Analytics Certification

Honors-Awards

中華經濟研究院合作講師
台灣服務業聯盟協會合作講師

Publications

為何非洲人視疫情為騙局、寧願餓肚子也要「血拚」？一個令人慚愧的真相
從 0 到市場前三：解構 Jumia 非洲電商佈局與智慧型手機類目增長實戰
解構 SHEIN 的實時零售革命：如何以 7 天生產週期重塑全球快時尚鏈結
從 0 到 1 打造 DTC 時尚聯盟行銷戰略：借鑒 SHEIN 與 Quince 的增長路徑

sun lee

E-commerce & Growth Consultant at E-Growth
Vietnam

Summary

1. Global E-commerce & DTC leader with 13+ years of experience driving multi-market growth across the U.S., Europe, Africa, South Asia, and Southeast Asia.
2. Owns full DTC strategy, P&L, and cross-regional expansion, specializing in building 0→1 DTC ecosystems (monthly GMV $1M +), architecting full-funnel growth models (ROAS 4–20), and leading matrix teams across Product, CRM, Ops, and Performance.
3. Proven track record in scaling high-impact acquisition frameworks, marketplace operations, and content-led growth.

more on sunlee.me

Experience

E-Growth

E-commerce & Growth Consultant
March 2026 - Present (8 months)
Ho Chi Minh City, Vietnam

Projects: tech company hk, Theodore Alexander, World Casa.

1. DTC website development & strategy execution
2. Business growth
3. Digital marketing

GEO, SEO, Affiliate marketing, Google, Meta.

Transsion

3 years

Senior GTM & e-commerce Manager
November 2024 - June 2026 (1 year 8 months)
Shenzhen, Guangdong, China

Head of Global DTC & SSA E-commerce

• Led global DTC strategy, launching multiple 0→1 DTC sites. Achieved 50% reduction in rollout time (12 weeks to 6 weeks) through scalable growth frameworks

• Drove full-funnel growth strategies across 10+ emerging markets, integrating media buying, content, CRM, and optimization for maximum LTV.
• As a strategic consultant to external distributors and e-commerce platforms, drive collaborative success and achieve #1 ranking in multiple countries
• Managed a cross-border team of 10+ members, collaborating across Product,
CRM, Media, and Local Ops

GTM & Ecommerce Manager
July 2023 - November 2024 (1 year 5 months)
Indonesia

Halara
Assistant Marketing Director
July 2021 - June 2023 (2 years)
Shanghai, China

Head of Performance Marketing & Paid Media
• Oversaw full-funnel growth for DTC and Amazon channels across US & EU markets, strategically managing 6-digit daily ad spend for optimal ROAS
• Built content-led growth systems that improved site-wide ROI by 1.65×
, boosted CTR by 2.5×, and reduced CPC by 50%
• Achieved 30,000+ orders/month on Amazon with ad ROI of 3×; SEO, ASO, and
affiliate channels delivered ROI of 10–16×
• Led and scaled a 10+ member growth team

Transsion
4 years 1 month

GTM Manager
January 2019 - June 2021 (2 years 6 months)
Shanghai, China

Global GTM & Digital Marketing Lead
• Led annual GTM strategy and integrated marketing communications (IMC) for
core products, achieving 120%+ sales targets
• Owned global digital media strategy and budgeting across Google, Facebook,
and local media, achieving Search Trend #1, SOV #1 in Africa
• Drove multi-platform e-commerce growth across e-commerce platforms, achieved multiple Top 5 rankings during major campaigns

• Built the global DTC framework and generated 10,000+ monthly orders

Marketing Manager
June 2017 - June 2021 (4 years 1 month)
Dubai, United Arab Emirates

潮網科技 Wavenet Technology
Account Manager
July 2015 - June 2017 (2 years)
Shanghai, China

Client Partner & Digital Marketing Strategist

• Managed key tech clients, including ZTE, Huawei, Transsion, and Nubia, delivering integrated digital marketing solutions

• Oversaw $1M/month advertising budget, achieving #1 Google Trends ranking during key campaign periods

• Directed the Google Ads solution

SalesFrontier - Google Partner (GCPP and GMPP)
3 years 9 months

Account Manager
November 2013 - July 2015 (1 year 9 months)
Hong Kong SAR

Client Solutions Manager | Digital Advertising Strategist

• Managed digital advertising strategy, planning, and execution for media and tech

clients, including Elle, Marie Claire, GQ, ASUS, and HTC

• Delivered integrated digital marketing solutions, executing campaigns via DSP,

Google Ads, and DoubleClick

Project

Senior Account Executive
July 2012 - November 2013 (1 year 5 months)
Taipei, Taipei City, Taiwan

Account Executive
November 2011 - July 2012 (9 months)
Taipei, Taipei City, Taiwan

Education

The University of Hong Kong

Master of Business Administration, Business Administration and Management, General · (September 2022 - June 2024)

Fudan University

International MBA (Collaborative Program), Business Administration and Management, General · (September 2022 - August 2024)

National Chung Hsing University

BACHELOR OF MARKETING, Marketing/Marketing Management, General, Marketing/Marketing Management, General, Marketing/Marketing Management, General · (2006 - 2010)