

Contact

0921156381 (Mobile)
sun.lee.work08@gmail.com

www.linkedin.com/in/sunlee08
(LinkedIn)

Top Skills

Shopify
Shopify Plus
Data Analysis

Languages

Chinese (Native or Bilingual)
English (Full Professional)

Certifications

Google Marketing - Green Belt
Google Adwords Certification
Google Digital Skills
DoubleClick Search
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

跟瘋雙11？促銷旺季的數位廣告優化：給我銷量，其餘免談
Marketing in Africa 》五招心法，讓數位行銷成為銷售利器
什麼廣告ROI最高？除了SEM，還有不可不知的電商廣告
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
非洲雙十一，如何打造品牌影響力

sun lee

Global Digital Marketing | International DTC E-commerce | HKU MBA
United Arab Emirates

Summary

1. Delivered high-ROI digital growth by integrating performance marketing (Google, Meta, TikTok) with CRM, DTC, and KOL strategies to build scalable marketing ecosystems.
2. Built 0–1 DTC e-commerce operations and managed major third-party marketplaces (Amazon, Jumia, TikTok Shop, Lazada, Flipkart, Shopee), achieving Top 3 rankings and generating 30,000+ monthly orders.
3. Led full-funnel IMC and GTM execution across multiple product lines, driving successful product launches from positioning through campaign rollout in both emerging and mature markets.
4. Demonstrated strong cross-cultural leadership with hands-on experience in 10+ countries, managing international teams and delivering measurable results across South Asia, Southeast Asia, and Sub-Saharan Africa.

Experience

Transsion

2 years 5 months

Senior GTM & e-commerce Manager

November 2024 - Present (1 year 1 month)

Dubai, United Arab Emirates

Head of Global DTC & SSA E-commerce

1. Led Global DTC E-commerce (SSA, South Asia, South East Asia)
 - (1) Achieved ROI of 20+ through full-funnel digital marketing and closed-loop performance tracking
 - (2) Continuously optimized site UX to drive higher on-site conversion rates
 - (3) Developed localized DTC models tailored to country-specific e-commerce maturity and behavior

2. Delivered Digital & Marketing Strategy

- (1) Translated insights into creative briefs and omnichannel marketing strategy recommendations, ensuring brand coherence across paid, owned, and retail touchpoints
- (2) Supported regional business units and creative teams in aligning product narratives with local consumer psychology and cultural cues
- (3) Spearheaded post-campaign analysis to optimize future launches and refine messaging hierarchy across digital and offline media

3. Drove Global GTM for New IoT Categories (Smartwatch & TWS)

- (1) Scaled global sales by 150% YoY for smartwatch and TWS product lines
- (2) Managed IoT launch projects with 90%+ on-time delivery; synchronized GTM with smartphone launches
- (3) Supported regional teams on pricing, sell-through planning, clearance strategies, GTM execution, and budget planning
- (4) Conducted in-depth user and market research (data analysis, surveys, fieldwork) to deliver actionable product and consumer insights

GTM & Ecommerce Manager

July 2023 - November 2024 (1 year 5 months)

Singapore

Halara

Assistant Marketing Director

July 2021 - June 2023 (2 years)

Shanghai, China

Head of Performance Marketing & Paid Media

1. Full-Funnel Media Strategy & ROI Optimization

- (1) Built a digital conversion model that increased overall ROI by 1.65×
- (2) Led content marketing strategy, boosting CTR by 2.5× and cutting CPC by 50%, significantly reducing customer acquisition cost

2. Managed earned media channels including SEO, ASO, and affiliate marketing, maintaining ROI between 10–16

- (1) Data-Driven Optimization & Insight Generation
- (2) Performed daily performance tracking and real-time bid adjustments, maintaining ROI consistently above 3
- (3) Delivered actionable insights through data analysis to support product optimization and iteration

Transsion

4 years 1 month

GTM Manager

January 2019 - June 2021 (2 years 6 months)

Shanghai, China

Global GTM & Digital Marketing Lead

1. GTM Strategy & Execution

- (1) Led global GTM planning based on IPD process; ensured 90%+ on-time delivery and successful hero product launches
- (2) Developed global GTM playbooks and best-selling product strategies
- (3) Enabled B2B2C marketing execution across regions—covering digital media, offline campaigns, channel & retail management—driving 100% sales achievement and strong online momentum
- (4) Oversaw content and brand asset consistency across all touchpoints, including in-store materials and online creatives

2. Global Digital Marketing Management

- (1) Led annual digital media strategy and budget allocation
- (2) Optimized performance across Google, Facebook, social, and local media channels, achieving billion-level impressions per GTM cycle
- (3) Built top-of-mind brand visibility—#1 in brand search volume and Share of Voice (SOV) in Africa, growing search volume by 1.5× annually
- (4) Managed key e-commerce partnerships (Jumia, Lazada, Shopee, Aliexpress), securing Top 5 rankings during major SEA campaigns
- (5) Supported operations of owned DTC platform (Xpark), achieving 3,000+ monthly orders in Africa with 3.5 ROI

Marketing Manager

June 2017 - June 2021 (4 years 1 month)

Nigeria

潮網科技 Wavenet Technology

Account Manager

July 2015 - June 2017 (2 years)

Shanghai, China

Client Partner & Digital Marketing Strategist

1. Client Management

- (1) Developed new client relationships by crafting tailored digital marketing solutions, driving significant growth in ad revenue
- (2) Built long-term partnerships with leading China-based global tech brands (ZTE, Huawei, Transsion, Nubia) through trust-based relationship management and upgraded service contracts

2. Digital Marketing Execution

- (1) Optimized performance marketing campaigns across Google, DoubleClick, Meta, and Twitter to consistently meet client KPIs
- (2) Led annual social media strategy planning for clients, leveraging content marketing and paid media to drive engagement and ROI

SalesFrontier - Google Partner (GCPP and GMPP)

3 years 9 months

Account Manager

November 2013 - July 2015 (1 year 9 months)

Taipei, Taipei City, Taiwan

Client Solutions Manager | Digital Advertising Strategist

1. Client Management

- (1) Identified client needs and delivered integrated digital marketing strategies to grow overall ad revenue
- (2) Built long-term partnerships with premium media clients (Elle, Marie Claire, GQ, CommonWealth Magazine, Global Views, Central News Agency) and tech brands (Asus, HTC), resulting in contract renewals and expanded service scope

2. Digital Advertising Optimization

- (1) Optimized DSP performance, introducing DoubleClick to improve programmatic ad efficiency and client returns
- (2) Managed bid-based advertising campaigns to consistently meet and exceed client KPIs

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

National University of Singapore

AI for Talent Management and Organizational Design · (June 2023 - November 2023)

Fudan University

Studying Certificate, Business Administration and Management, General · (June 2022 - June 2024)

National Chung Hsing University

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