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# ANDY TSAI

Branding, Marketing, Design

## ABOUT

I create digital experiences that tell stories, build brands, and ultimately grow businesses. I have worked in marketing and design around Asia since 2012, excelling in capacities ranging from strategy to team management in both successful startups and globally multinationals.

## SKILL

Photoshop	<div style="width: 80%;"></div>
Illustrator	<div style="width: 75%;"></div>
Premiere Pro	<div style="width: 60%;"></div>
After Effects	<div style="width: 50%;"></div>
HTML / CSS	<div style="width: 85%;"></div>
Leadership	<div style="width: 70%;"></div>
Teamwork	<div style="width: 80%;"></div>
Creativity	<div style="width: 75%;"></div>

## REFERENCES

Available Upon Request

## EXPERIENCES

### COOLBITX TECHNOLOGY

#### *Marketing Director*

June 2018 - June 2020

I joined CoolBitX as the **Brand Design Manager**, where my responsibilities included creative and brand direction for the company and its innovative products. I successfully drove the management and execution of a visual identity redesign, multiple websites that have increased YOY traffic and conversions, an advertising video which has received over 1.5 million unique views, and developed 2 new brands in the span of 12 months.

In October 2019, I took over the role of **Marketing Director** overseeing a team of 7 members. My main responsibility was to align the messaging and strategy of all marketing initiatives (*Design, Media, Brand, Social, PR, Events, Content, Paid, Display, Email*) in a way that ensures continued growth and awareness.

### SKYROCK PROJECTS

#### *Design & Marketing Manager*

March 2017 - October 2017

### FREELANCE

#### *Design, Web, Media*

April 2013 - Present

### OTSgASIA

#### *Digital Strategist & Designer*

February 2013 - November 2016

### SHANGRI-LA HOTEL & RESORTS / BEIJING

#### *Digital Marketing & Communications*

February 2014 - August 2015

## EDUCATION

### WESTERN NEW ENGLAND UNIVERSITY

#### *Early Childhood Education*

2009 - 2010

### FULLERTON COLLEGE

#### *Education / Entrepreneurship*

2010-2011