

CHIAO-YU WANG

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MARKETING MANAGER

Senior marketing professional with more than 4 years of experience at a leading UAE family group across renewable energy, payment, and finance industries. A highly commercial business partner with a detailed understanding of both market drivers and corporate PR communications, combining this knowledge to enable substantial increases in client acquisition and revenue. **Fluent in spoken and written English and Mandarin.**

- **Links technical proficiency with commercial insight;** possesses a comprehensive knowledge of both traditional and innovative digital marketing, reinforced by business acumen and strong interpersonal skills.
- **Balances client-facing expertise with PR knowledge to develop marketing opportunities;** brings 360-degree market understanding to accelerate brand monetisation and design corporate communication strategies.
- **Develops and retains strong, collaborative interpersonal relationships;** serves as a trusted partner to key decisions and enjoys extensive network with a broad spectrum of internal and external stakeholders.

PROFESSIONAL EXPERIENCE

MENSHA GROUP, DUBAI, UAE

JUL 2020 – PRESENT

A private group of companies with specialist divisions in renewable energy solutions, payment solutions, and ventures.

Group Marketing Manager

Responsible for B2B, and B2G marketing & communication strategy and execution across the Group's companies, including website and social media, exhibitions and event curation, and content creation.

- **Motivated and managed a graphic designer alongside other outsourced marketing capabilities;** worked extensively with third-party providers including web designers and exhibition specialists.
- **Ideated and implemented overall group marketing & communication strategy;** collaborated extensively with senior internal stakeholders and external clients to create and roll out innovative content and other marketing initiatives.
- **Secured new prepaid cards and originated a potential partnership with UAE Government Authorities;** designed and organised company stands at the Seamless Exhibition in 2022/2023, curating content and marketing collateral to engage potential clients in an immersive experience.
- **Established groundwork for JVs in biotech and EV charging infrastructure development with Dubai Silicon Oasis and RIT;** collaborated with the organiser on panel discussions at the Global Sustainability Summit 2024, featuring company speakers, alongside industry leaders from Schneider and Huawei.
- **Identified prospective project of EV charger;** curated Mensha's corporate stand for the 2023 Annual Investment Meeting Congress in less than a week, delivering and running the stand and content and proactively following up with clients to arrange meetings with the sales team.
- **Achieved 900% growth in LinkedIn followers and 600% increase in post impressions per month;** established the firm's first content calendar for social media, working closely with the graphic designer and CEOs to publish impactful content.
- **Drove more than 3M views on TikTok and 10K app downloads from Apple and Google;** worked closely with TikTok, digital marketing specialists and social media influencers to leverage the platform, designing and executing an innovative digital marketing campaign for an online game targeting the GCC region.
- **Facilitated signature of a new card issuance agreement;** supported and advised the CEO in meetings and other interactions with the CEO and management team of China State Construction Middle East and UnionPay International.
 - Coordinated the card design production process, ensuring alignment with UnionPay International and China Construction corporate branding guidelines.
 - Led negotiations with EDC and IDEMIA for design approval, enabling the timely delivery of a compliant product.

- **Boosted LinkedIn followers by 10% and opened several potential product development partnerships;** partnered with ModaPay to build an exhibition strategy for FinTech Surge 2023, working directly with their CEO and marketing team on product presentations.
 - Managed a workshop between both CEOs, coordinated video presentations and led a giveaway campaign along with diverse social media activities.
- **Attained 14K AED cost saving at Seamless Exhibition 2022/2023;** negotiated improved terms of business with exhibition design supplier, delivering a high impact stand presentation with 5 active monitors in a 44 sqm space within 4 days.
- **Generated a 3% increase in leads in under a week;** directed and coordinated all marketing activities for Mensha Group and Mensa Technologies for the AIM Congress and Seamless Middle East events in 2023. Awarded Employee of the Month in May 2023 as a direct result of this success.
- **Enabled the firm's first e-wallet application for cardholders;** managed and oversaw user-friendly design and development of the UI/UX wireframe, connecting with engineers and other stakeholders to ensure on time and on budget delivery of a groundbreaking new product, following comprehensive market research.

EMIRATES AIRLINE, DUBAI, UAE

FEB 2016 – MAY 2020

Cabin Crew

CHINA AIRLINES, TAOYUAN, TAIWAN

MAY 2015 – JAN 2016

Ground Staff

UNITED DAILY NEWS DIGITAL COMPANY LTD, TAIPEI, TAIWAN

JUN 2014 – MAY 2015

Event Planning Assistant

APOLLO ART GALLERY, TAIPEI, TAIWAN

SEP 2012 – MAR 2014

Art Sales and Exhibition Coordinator

PROFESSIONAL QUALIFICATIONS

Certified Public Relations Manager (CPRM), AIBMC, 2024

Mastering Digital Marketing, London Business School, 2023

Become a Marketing Manager, LinkedIn, 2022

The Fundamentals of Digital Marketing, Google Digital Workshop, 2022

EDUCATION

MBA in Digital Marketing, Swiss Business School, Zurich, Switzerland, 2024

BA in Fine Arts, National Taiwan University of Arts, Taipei, Taiwan, 2012