

DIANE CHEN

CHIEF BRAND INNOVATION

This summary captures my area of expertise in brand strategy, cross-channel marketing, data-driven optimization, and team leadership—all essential for high-impact marketing and brand roles.

1. **Global Brand Strategy & Rebranding:** Led large-scale rebranding initiatives for major brands (Microsoft, Lenovo, Gigster, P&G), ensuring alignment with core values and enhancing market presence.
2. **Multi-Channel Marketing Leadership:** Directed integrated campaigns across digital and traditional channels (social media, SEO, paid media, PR, and DTC e-commerce) to drive engagement, acquisition, and retention.
3. **Data-Driven Strategy & KPI Optimization:** Developed data-driven strategies, setting KPIs to monitor performance and continuously optimize campaigns for maximum impact.
4. **Cross-Functional Collaboration:** Collaborated closely with product, sales, UX, and marketing teams to align brand messaging and campaigns with business objectives.
5. **Creative Content & Event Management:** Produced high-impact content and executed high-profile events, including global road tours and sales kickoffs, to build brand loyalty and customer relationships.
6. **Team Leadership & Mentorship:** Led and mentored cross-functional teams (design, content, PR), fostering innovation and high performance across diverse teams.
7. **Localized Brand Adaptation:** Tailored global brand strategies for regional markets (EMEA) to ensure cultural relevance while maintaining global brand consistency.