

TzuWei Wu

Professional Profile

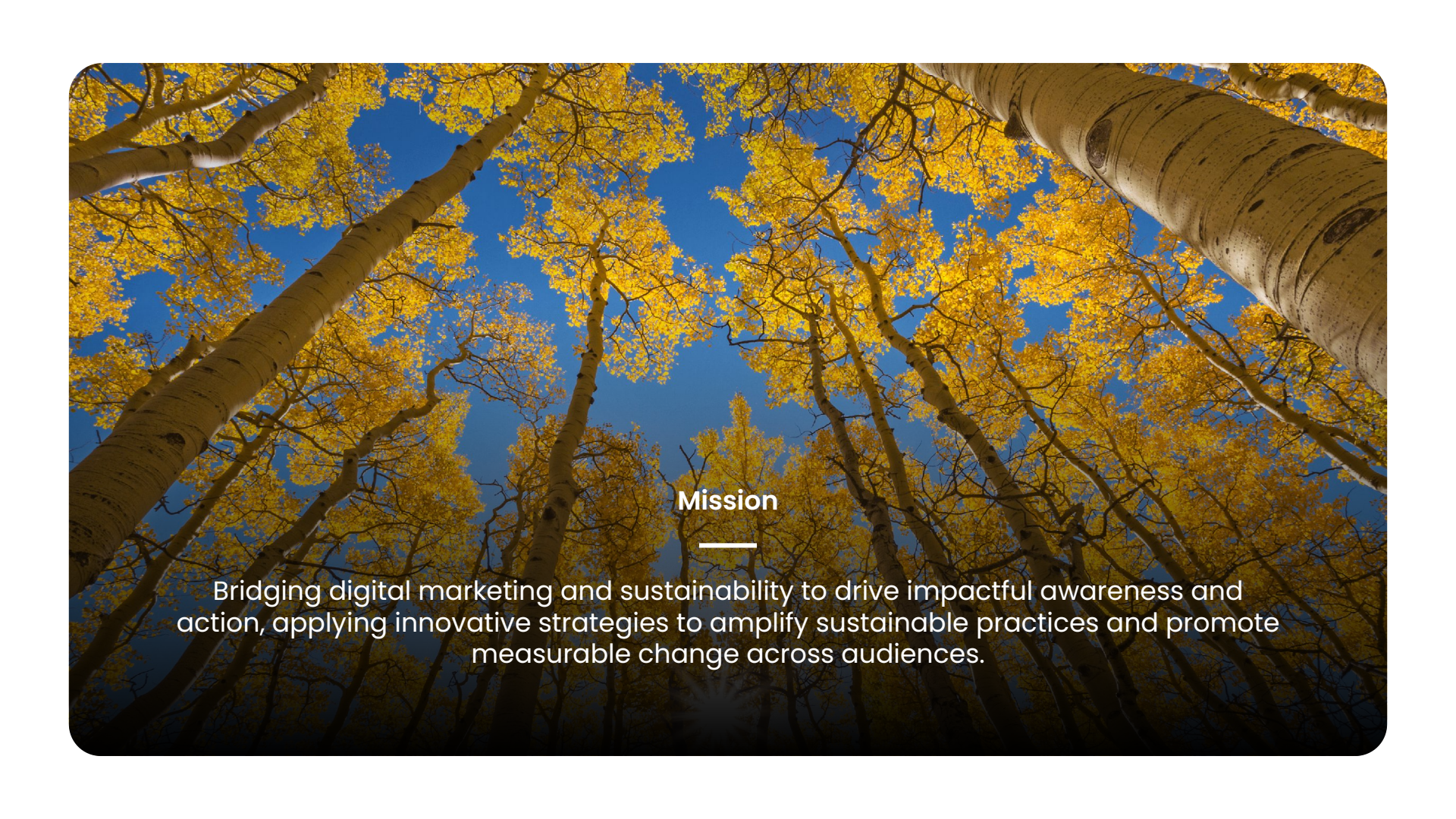


About

- Digital marketing strategist focused on delivering results through sustainable growth strategies.
- Driving progress on the UN Sustainable Development Goals through innovative and achievable approaches to tackling the climate crisis.
- Specialized in scaling marketing operations, optimizing web channels, developing and spearheading GTM strategies.
- Developing multi-disciplinary and high-integrity marketing teams

Interests

- Carbon markets and decarbonization solutions
- Green energy & regenerative supply chains
- Adaptation and resilience
- Sustainability policies and corporate governance



Mission

Bridging digital marketing and sustainability to drive impactful awareness and action, applying innovative strategies to amplify sustainable practices and promote measurable change across audiences.

Digital Marketing Strategist

COMPANIES



FUNCTION

Accounts
Management
&
Public Relations
Executive

Public Relations
Executive
Marketing Services
Assistant Manager

Online Marketing
& B2B Manager

Corporate
Ecommerce
Manager
Digital Platforms
Lead

Senior Digital
&
CRM Manager

EDUCATION & CERTIFICATION



Achievements

01.

Part of the pioneer marketing team at the grand opening of Atlantis The Palm

02.

Accomplished 6x – 8x ROAS in digital campaigns annually in Emaar Hospitality Group

03.

Revamped and streamlined digital strategy and digital marketing management at Caesars Palace Dubai on par with global management standards

04.

Developed and optimized three new full-fledged websites in 18 months that increased online revenue by 5% and traffic by 40% in Emaar Hospitality Group

Area of Specialization

Digital strategy development & management

1. Identify brand opportunities and risks to develop the best marketing approach
2. Monitor and identify optimal marketing approach to achieve best results (e.g. CPA, CPL, ROAS)

Marketing campaigns & project management

1. Operational and strategic management of marketing campaigns & projects
2. Optimize both organic and inorganic marketing campaigns to maximize revenue and budget

Digital & brand development & analysis

1. Ascertain marketing-audience mix is correctly positioned for its targeted market
2. Provide solutions and ideas to eliminate market gap

Digital business development

1. Collaborate and optimize operational and commercial business management
2. Conduct profit & revenue planning to maximize digital budget

Marketing risk evaluation

1. Identify potential risks and take corrective actions to mitigate/eliminate risks
2. Own the business continuity plan with crisis response and recovery plans

Guiding Principles

Be the Change

Inspire action through well informed choices; every effort counts towards a better future.

Trust the Science

Commit to the change proven essential through science.

Collaboration Fuels Success

Join forces with others, protect our planet, advocate for equity.

Be Humble and Generous

Always see oneself as a puzzle piece committed to creating a masterpiece with the other pieces.

Seek Progress not Perfection

Every action counts, even if it's not perfect, moving towards real change.

Embrace Resilient Optimism

Acknowledge the challenge but stay committed to creating lasting solutions.

An aerial photograph of a tropical coastline. The image shows a deep turquoise ocean with white, frothy waves crashing against a dark, rocky shore. A prominent green cliff with dense tropical vegetation and a few palm trees juts out into the water. The text "Thank you" is centered in the middle of the image in a white, sans-serif font.

Thank you