Hsuan-Chen (Grace) Wu

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Marketing and media professional with global experience across agency and growth environments. Specializes in CRM analytics, audience insight, and data-driven storytelling to deliver measurable impact.

EDUCATION

New York University — Global Citizen Merit Award
Master of Arts in Media, Culture, and Communication — Jan 2025
University of the Arts London — First Class Degree Honours
Bachelor of Arts in Media Communications — Jul 2023

RELEVANT EXPERIENCE

Spectrum, Charter Communication — New York City
Account Executive — Dec 2025- Jan 2026

- Accelerated growth using **CRM** analytics, route optimization, and Salesforce/Buyflow/Copilot tools effectively.
- Overachieved **KPI**s (300% WiFi, 600% mobile) through consultative, bilingual, relationship-driven communication.
- Positioned complex products with **audience-focused** messaging, customer insight, and value proposition strategy.
- Expanded customer pipelines through strategic partnerships, referrals, and community-based relationship building.

Uhomes — New York City
Property Consultant — Feb 2025- Oct 2025

- Spearheaded **marketing initiatives** alongside sales, demonstrating strong multitasking and ownership.
- Exceeded performance benchmarks with **20+ deals in a month** using tailored marketing and engagement tactics.
- Directed marketing projects from **concept development** to **execution**, delivering high-quality creative assets.

BBDO, Omnicom — Taipei City
Marketing Intern — Jun- Aug 2024

- Proposed **influencer-led strategies** for KYMCO Motorcycles, enhancing brand visibility and expanding audience reach.
- Evaluated Mercedes-Benz's **KPIs** to optimize digital performance, improved **user engagement** over key touchpoints.
- Enhanced Mercedes-Benz's website **UX** and **SEO**, driving higher interaction rates by **12%** and boosting organic traffic.

Havas Media — Taipei City
Administrative Intern — Sep- Oct 2022

- Conducted market research and analyzed **Go-To-Market strategy feasibility** to support **three** streamlined ad execution.
- Managed internal documents, product data, and actively contributed to **campaign ideation** and brainstorming sessions.

McCANN World Group — Taipei City
Creative Intern — Jun- Aug 2022

- Researched **competitors** and **target audiences**; created high-impact strategic business reports for Abbott & FamilyMart.
- Designed **multi-media assets** and **layouts** for campaigns, boosting FamilyMart's market share by **5% in one month**.

CREATIVE PROJECTS & OTHER EXPERIENCE

Talent Talks / Backstage — London/ New York City
Freelance Supporting Artist — May 2022- Present

- Featured in campaigns for Samsung, British Airways, Netflix (Three-Body Problem), reaching **10M+** viewers globally.
- Adapted quickly to **diverse production styles**, collaborating with directors and crews in fast-paced settings.

MakeInspires — New York City
Tutor for Afterschool STEM Program — Jan- Feb 2025

- Facilitated engaging lessons on rocketry to **20+** elementary school students, fostering early interest in **STEM**.

SKILLS & LICENSES

Tools: Microsoft Suite, Adobe Photoshop & Premiere, Salesforce, Buyflow, SEMrush, Google Analytics, Figma, Canva
Skills: Campaign Strategy, Market Research, Team Collaboration, SEO optimization, Creative Writing, Critical Thinking