



yuhan chiueh

creative brand storyteller



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objective

Creative strategist with a strong passion for emotional brand stories and innovative design thinking seeking multifaceted roles that utilize both left and right brain problem solving skills.

summary

I've worked for:

Wells Fargo, HP, Unilever, Barbie, General Electric, Nutella, Lipton, Hellmann's, Magnum Ice Cream, Coca-Cola

I've worked in:

USA, Italy, Taiwan, Russia

I've attended:

Cannes Lions Festival of Creativity

experience

Communications Planner at BBDO - San Francisco | Aug 2017-

Issue- Brands from Wells Fargo and HP to Barbie and Mars pet food look for both high level and execution strategy to maximize their advertising
Solution- Guided creative teams by crafting messaging frameworks to optimize the strategic role of each piece of advertising and provided innovative solutions based on media, user behavior and channel insights
>> **digital strategy, social strategy, channel best practices**

Brand Strategist at Futurebrand - Milan, Italy | May 2016-Apr 2017

Issue- International and Italian brands need help with product launch, corporate positioning, portfolio strategy, packaging and rebranding
Solution- Developed creative strategy recommendations balancing visual/market research with competitor/trend analysis and worked closely with creative teams to present cohesive solutions to clients
>> **copywriting, brand positioning/messaging, concept development**

Strategic Planner at Mindshare for Unilever - NYC | Apr 2013-Jul 2015

Issue- Unilever brand managers need guidance and strategy in media buying for print, digital and broadcast TV
Solution- Served as main point of contact for clients, integrating brand priorities with competitive tools to create multi-channel media plans, managing over \$100MM for brands like Lipton and Hellmann's
>> **media strategy, media planning/buying, team/client relations**

Marketing Analyst at Healthguru - NYC | Sep 2011-Apr 2013

Issue- Company interested in building a stronger social presence
Solution-Designed health infographics based on website videos, earning 40K views on Visual.ly and Pinterest, gaining a new audience
>> **social media, infographics, graphic design**

Issue- General Electric head of Global Digital Programming needed to launch videos on multiple GE Youtube channels
Solution- Chosen as lead on project, earning \$900K in revenue and over 10 MM views in 2012, across 40 Youtube video launches on 4 channels
>> **Youtube, content and SEO strategy**

education

Domus Academy- Milan, Italy | 2016

>> Master in Visual Brand Design: 110/110; Received partial scholarship

Duke University - Durham, North Carolina, USA | 2011

>> B.S. in Economics; B.A. in International Studies; Minor in Italian (Rome Study Abroad Fall 2009); Magna cum laude: 3.82/4.0 GPA

skills

Adobe:

●●●○ >> Illustrator
●●○● >> Photoshop
●●○● >> Indesign

Google:

●●●○ >> Adwords
●●○● >> Analytics
●●●○ >> Youtube

Microsoft:

●●●● >> Word
●●●● >> Powerpoint
●●●○ >> Excel

Languages:

●●●● >> English (native)
●●●● >> Chinese (verbal)
●●●○ >> Italian

additional >> Keynote, MRI, Simmons, Mediatools, Kantar Strategy, Quintly, Crimson Hexagon; basic HTML/CSS, Tableau

awards >> Selected by Mindshare North America to represent the USA at the 2015 Cannes Lions International Festival of Creativity based on submission from the USA TODAY Young Lions Competition

post bachelor studies >> Coursera (Northwestern): Content Strategy

interests >> lomography, film photography, live music, military history, architecture, reading, traveling