

# yuhan chiueh

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## summary

Left brain, right brain strategist with expertise in leveraging brand storytelling to create user centric solutions. With international work experience and agency background, seeking in house brand strategy or product marketing role. Previous experience with Dolby, Wells Fargo, HP, Unilever, Barbie, GE, Nutella, Coca-Cola, Lipton, Breyer's and Mars.

## experience

- ✦ **Senior Manager, Brand Planning at Dolby** - San Francisco | Sept 2018 - present  
Global Strategic Planning and Insights team, previously on the Design team and Brand team
  - Represent voice of the consumer and of the brand as the consultant for 8 product marketing managers across music, movies, gaming, cloud and podcast categories, on new opportunity evaluation, product positioning, branding and consumer product messaging projects
  - Provide recommendations backed by insights to 2 research managers by guiding study objectives, adding oversight on corporate brand vs product priorities and synthesizing results to form a plan of action
  - Partner directly with Senior Director of Product Marketing and Brand Marketing to codify the strategic thinking and process for messaging, naming, and branding into guidelines and case studies for team
  - Led in house rebranding as the only strategist when company pivoted from a B2B to a B2C company, in charge of creating new positioning, story, voice, values, and archetypes for a new consumer audience
  - Sold in justification and new visual brand identity for rebrand to CMO and executive team, connecting rebrand strategy and industry trends to business goals and future needs
  - Managed 2 copywriters on the execution of new consumer focused voice across owned channels
  - >> **brand strategy, product positioning, rebranding, guidelines, research, consumer messaging**
- ✦ **Communications Planner at BBDO** - San Francisco | Aug 2017 - Jun 2018
  - Guided creative teams on both high level and executional strategy by crafting communication frameworks that ensured creative assets were optimized for each media channel and fit with holistic strategy
  - Responsible for presenting and maintaining communication strategy for clients from Wells Fargo, HP, Barbie and Mars in advertising campaigns and new product launches
  - Analyzed social media strategy and content for Barbie and presented new recommendations to client
  - >> **digital strategy, social strategy, personas, channel planning, comms planning**
- ✦ **Brand Strategist at Futurebrand** - Milan, Italy | May 2016 - Apr 2017
  - Developed and presented creative strategy recommendations to both international and Italian brands, balancing visual and market research with competitor and trend analyses
  - Created briefs for designers and supported creative process, ensuring that solutions stayed on task for product launches, corporate repositioning, portfolio strategy, packaging and rebranding projects
  - Wrote copy for brand books, positioning statements, manifestos, value propositions and in store collateral
  - Clients: Nutella, Nesquik, Kinder Chocolate, Illy Coffee, Burger Federation restaurant, Iceberg (Fashion/Perfume), Chenot (Pharmaceutical Cosmetics), Pirelli (Industrial B2B Tires) Tavernello (Wine), and a new luxury jewelry brand
  - >> **brand positioning, brand messaging, design concepts, copywriting, product launch, manifesto**
- ✦ **Strategic Planner at Mindshare** - New York City | Apr 2013 - Jul 2015
  - Served as main point of contact for clients, integrating brand priorities with competitive research tools to create multi-channel strategies, managing over \$100MM for Unilever food brands like Lipton, Hellmann's, Breyer's
  - Trained and managed associate planner on TV, print and digital planning and buying processes and tools
  - Won company wide competition to attend 2015 Cannes Festival of Creativity
  - >> **media strategy, media planning, client relations, managing, associate training**
- ✦ **Marketing Analyst at Healthguru.com** - New York City | Sep 2011 - Apr 2013
  - Helped company grow presence and traffic to website by optimizing for engagement, CTR and impressions
  - Proposed and designed a series of infographics based on top viewed videos, earning 40K views across Visual.ly and Pinterest, reaching a previously untapped audience
  - >> **Youtube, Google Adwords, Google Analytics, infographics, data visualization**

## education

**Domus Academy**  
Milan, Italy | 2016  
Masters program  
Visual Brand Design

**Duke University**  
B.S. in Economics  
B.a. in International Studies  
Minor in Italian

## skills

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

## interests

History, learning languages, tennis, reading, architecture, photography, hiking, DIY crafting