

Angela Sui Yan Wong

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Professional Summary

Strategic **Marketing & Events Leader** with 10+ years of experience driving growth and brand visibility across **luxury automotive, real estate, and global markets**. Proven expertise in **digital marketing, SEO/SEM, paid media, CRM, brand development, and high-impact event management**. Recognized for delivering measurable results: boosted dealership sales **145% in one month**, elevated **CPO ranking from 11th to 4th in two quarters**, increased property occupancy by **30% in under two months**, **played a key role in the \$138M sale of a real estate project** and executed luxury events with **100+ VIP attendees**. Skilled at developing integrated campaigns, securing sponsorships, and managing multimillion-dollar budgets to maximize ROI.

Core Competencies

- **Marketing Strategy:** Digital Campaigns, Brand Development, Lead Generation, Customer Segmentation, Market Positioning
 - **Digital Marketing:** SEO/SEM, Google Ads, Paid Social, Email Marketing, CRM (Salesforce, Knock, Entrata)
 - **Event Management:** Luxury Brand Activations, VIP Client Experiences, Sponsorships, Budgeting, Vendor Relations
 - **Analytics & Growth:** KPIs, ROI Tracking, Performance Optimization, Market Research, Conversion Metrics
 - **Creative & Web Tools:** Adobe Creative Suite, Canva, Webflow, WordPress, Wix, Squarespace, AirTable, Asana, Trello, GoDaddy, Mailchimp
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Professional Experience

Marketing & Events Manager

OpenRoad NW – Lamborghini, McLaren, Rolls-Royce, Bentley | Seattle, WA

Feb 2024 – Sept 2025

- Increased monthly sales by 145% (22 → 54 units), surpassing the 50-car milestone for the first time in dealership history through multi-channel campaigns.
 - Elevated CPO ranking from 11th to 4th in under two quarters via OEM-aligned marketing initiatives.
 - Managed and optimized 5 dealership websites, boosting traffic, engagement, and lead generation through SEO, Google Ads, and paid social media.
 - Produced 50+ high-profile events (grand openings, model launches, owner rallies) with up to 250 VIP guests, strengthening brand presence and loyalty.
 - Managed marketing budgets and vendor contracts, securing OEM sponsorships and reimbursements while ensuring compliance and cost efficiency.
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Marketing Director

Pineview Development | Los Angeles, CA

Jan 2022 – Jan 2024

- Developed and executed digital marketing strategies across 3 brands, improving lead generation and conversion rates.
 - Increased occupancy by 30% in two months by creating websites, brand kits, and property marketing materials.
 - Spearheaded property repositioning and rebranding initiatives, directly contributing to the successful sale of a major project valued at \$138 million.
 - Boosted social media engagement by 52% through targeted campaigns, influencer partnerships, and user-generated content.
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Property Manager

Sweetome USA LLC | Seattle, WA

Sept 2021 – Apr 2022

- Created integrated marketing programs that increased occupancy from 60% to 92% in under one month.

- Directed financial performance analysis, business planning, and capital improvements, implementing cost-saving strategies to increase profitability.
 - Supervised staff recruitment, training, and performance management, optimizing team efficiency and retention.
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Resident Services Manager

Greystar | Seattle, WA

Jan 2020 – Sept 2021

- Created resident communications (newsletters, surveys, lease notices) that strengthened tenant engagement and retention.
 - Grew occupancy from 22% to 40% in one month and to 71% in four months, sustaining 100% occupancy for two years.
 - Executed print and digital marketing campaigns, applying audience targeting and multichannel promotions to attract residents.
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Earlier Experience

- **International Sales Director / Co-Owner | Medspire Solutions (Seattle, WA)**
Led global SaaS sales and marketing, building partnerships across North America, Europe, and Asia. Drove go-to-market strategy, negotiated distribution agreements, and implemented CRM and sales enablement programs that accelerated pipeline growth and improved client retention.
 - **Campaign Manager | Fashion for Conservation (Seattle, WA – Remote)**
Directed digital campaigns and fundraising events, increasing donor engagement and online reach by 40%. Managed social media, influencer collaborations, and partnerships with global fashion brands, coordinating fashion shows and awareness events.
 - **Marketing Manager | Eagle Trading Company (Hong Kong)**
Managed B2B wholesale marketing for international food distribution. Developed product positioning and promotional campaigns for Asian markets, driving export sales through trade shows and industry exhibitions.
 - **Fashion Designer / Co-Founder | Show Core Fashion (Hong Kong)**
Co-founded a fashion startup, leading brand development, retail partnerships, and seasonal collections. Expanded presence through pop-ups, e-commerce, and retail distribution, generating sustained revenue growth.
 - **Additional Roles – Entertainment Marketing & Leasing Operations**
Completed internships in event promotion, digital marketing, and client relations, providing a foundation for senior marketing and event leadership roles.
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Education

University of Washington – Seattle, WA

Bachelor of Arts (Double Major): Communication & International Studies | Minor: Diversity

Sept 2017 – Jun 2019

Pierce College – Fort Steilacoom, WA

Associate of Arts (Honors) | President's List & Dean's List

Mar 2016 – Jun 2017

Languages

- English (Fluent) | Cantonese (Native) | Mandarin (Native)
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Certifications & Honors

- Lamborghini Certified Marketing Manager
- McLaren Certified Marketing Manager
- Husky Leadership Certificate
- Robert F. Philip Scholarship Recipient (2017–2018)
- Phi Sigma Theta National Honor Society
- Phi Theta Kappa Honor Society (Omega Theta Chapter)