

# Angela Sui Yan Wong

Results-driven marketing professional with 10 years of diverse experience in marketing management. Expertise includes digital marketing, global marketing strategy, brand development, social media marketing, event planning, and the creation of impactful marketing materials. Proven track record of implementing successful strategies that drive revenue growth, enhance organizational efficiency, and elevate brand visibility.

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## EXPERIENCE

### Marketing & Events Manager

OpenRoad NW (Lamborghini, McLaren, Rolls-Royce, and Bentley), Seattle · Feb 2024 - Present

- Led dealership marketing initiatives in alignment with OEM vision, elevating CPO ranking from 11th to 4th in under two quarters through strategic planning and execution.
- Developed and launched dealer marketing campaigns that increased monthly sales from 22 to 54 units, surpassing the 50-car milestone for the first time in dealership history. Integrated KPIs to track and optimize campaign performance.
- Designed, managed, and optimized five dealership websites, significantly increasing traffic and user engagement. Implemented Google Ads and paid social campaigns to boost brand awareness in alignment with corporate digital strategy
- Planned and executed high-impact dealership events—including grand openings, new model launches, and owner drive experiences—strengthening customer loyalty and enhancing brand presence. Partnered with OEM sponsors to maximize event success.
- Executed targeted email campaigns to drive parts and service sales, supporting the aftersales department. Ensured full compliance with OEM guidelines across marketing, branding, and event activities. Managed event budgets, co-op fund submissions, and maintained detailed records of marketing initiatives.

### Marketing Director (Remote)

Pineview Development, Los Angeles · Jan 2022 - Jan 2024

- Led the development of digital direct marketing strategies, SEO initiatives, and marketing materials—covering target definition, customer segmentation, and offer optimization—for three brands.
- Built and managed websites, brand kits, and marketing materials for student housing and multifamily properties, increasing occupancy rates by 25-30% within two months.
- Directed property repositioning and rebranding efforts, overseeing marketing strategy and daily operations to support lease-up goals.
- Increased social media engagement by 52% through targeted campaigns and user-generated content.

### Property Manager

Sweetome USA LLC, Seattle · Sept 2021 - April 2022

- Created and managed marketing programs, advertising materials, and newsletters, increasing occupancy from 60% to 92% in less than one month.
- Oversaw financial performance analysis, business planning, and capital improvements. Analyzed budget variances and implemented strategies to control expenses and drive profitability.
- Supervised staff, including hiring, training, scheduling, and task delegation. Conducted performance reviews and provided recommendations for promotions, salary adjustments, transfers, and terminations.

### Resident Services Manager

Greystar, Seattle · Jan 2020 - Sept 2021

- Developed and coordinated resident communications, including newsletters, surveys, lease violation letters, and community updates.
- Led efforts to increase tenant occupancy from 22% to 40% in one month and to 71% within four months, maintaining 100% occupancy for two consecutive years.
- Created and executed print and digital marketing strategies, including audience targeting, positioning, and multichannel campaign planning.

International Sales Director/Co-owner

Medspire Solutions, Seattle · May 2020 - Dec 2020

Campaign Manager (Remote)

Fashion for Conservations, Seattle · Nov 2018 - Mar 2020

Leasing Professional

Security Properties Residential, Bellevue · Nov 2019 - Jan 2020

Marketing Assistant (Internship)

ToDream Culture Entertainment Ltd, Hong Kong · July 2018 - Sept 2018

Fashion Designer/Co-founder

Show Core Fashion, Hong Kong · June 2014 - July 2018

Marketing Manager

Eagle Trading Company (Food Wholesale), Hong Kong · Jan 2012 - June 2014



## UNIQUE SKILLS & ABILITIES

New Product Launches Budgeting Negotiation  
Email & Online Marketing Customer Service  
Marketing & PR Campaigns Brand awareness  
Event Planning Operation management  
Branding Kit Team Leadership Communication  
Poised Under Pressure Problem Solving  
Organization Skills Efficiency Web Design

## SOFTWARE PROFICIENCIES

Microsoft Office Adobe Creative Suite SEO  
Google Ads/G Suite Squarespace Wix SaaS  
AirTable Webflow WordPress Active Building  
Social Media Trello Knock Outlook Canva  
Asana GoDaddy Mailchimp SEM Entrata  
Onesite CRM Salesforce

## INTERESTS

Traveling Shopping Cooking Baking Singing  
Playing with my THREE Pomeranians Painting  
Playing Piano Watching TV Shows & Movies

## LANGUAGE

English (Fluent)  
Cantonese (Native)  
Mandarin (Native)  
精通英語、國語、粵語 (閱讀、寫作和口語)

## CITIZEN STATUS

Hong Kong Citizenship  
United States Permanent Resident (Green Card)

## EDUCATION

**University of Washington, Seattle**  
**Sept 2017 - June 2019**

Bachelor of Arts (Double Major)  
Major: Communication, International Studies  
Minor: Diversity  
Husky Leadership Certificate  
Recipient of Robert F. Philip Scholarship 2017-2018  
Phi Sigma Theta National Honor Society

**Pierce College, Fort Steilacoom**  
**Mar 2016 - June 2017**

Associated of Arts (Honors Graduated)  
President's List and Dean's List  
Phi Theta Kappa Honor Society  
(Omega Theta Chapter)