ANGELA SUI YAN WONG

MARKETING, BRAND & EVENTS LEADER

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PROFESSIONAL SUMMARY

Strategic marketing, brand, and events leader with 10+ years of experience across luxury automotive, real estate development, entertainment, sports, consumer products, and entrepreneurship. Expertise in integrated marketing strategy, brand development, digital marketing, SEO/SEM, paid media, social media, content strategy, CRM, website/e-commerce development, product development, go-to-market strategy, merchandising, and experiential events. Proven record of accelerating audience growth, sales, occupancy, and brand visibility, including 145% monthly dealership sales growth and 626K YouTube views, 18K watch hours, and 9K audience growth in a single month.

CORE COMPETENCIES

Integrated Marketing Strategy • Brand Strategy & Positioning • Digital Marketing • SEO/SEM • Google Ads • Meta Ads • Social Media Marketing • Content Strategy • YouTube Growth • CRM & Email Marketing • Website & E-commerce Development • Product Development & Merchandising • Go-to-Market Strategy • Experiential Marketing & Event Production • Sponsorships & Partnerships • Vendor Management • Budget Management • KPI, ROI & Performance Analytics

PROFESSIONAL EXPERIENCE

Marketing Director | AW Group LLC **Dec 2025 – Present**

Seattle, WA | Marketing, Brand, Events & Product Development Consultancy

- Lead integrated marketing, branding, digital growth, experiential marketing, and product development engagements for clients across professional sports, music, film, entertainment, and entrepreneurship, including NFL talent, musicians, rappers, filmmakers, and business founders.
- Build and position client brands from concept through launch, including brand identity, websites and e-commerce development, audience strategy, content ecosystems, SEO, social media, and digital campaigns across YouTube, Meta platforms, and other channels.
- Generated approximately 626K YouTube views, 18K watch hours, and 9K audience growth in September 2026 for a client through channel strategy, SEO, content optimization, and platform management.
- Lead end-to-end consumer product development and go-to-market strategy across leather goods, handbags, fragrance, skincare, and branded merchandise, overseeing product concept, positioning, design, sourcing, sampling, manufacturing, pricing, and launch planning.
- Developed a new leather handbag line launching Spring 2027, managing product development and commercialization strategy for a $130K initial investment with approximately $1M in projected net profit based on planned production and sales assumptions.
- Produced and marketed a Las Vegas live talk-show event that sold nearly 200 tickets, managing integrated digital marketing, event promotion, ticketing, website operations, creative assets, vendor coordination, and on-site production.

Marketing Director (Independent Contractor) | Crystal International Realty **Oct 2025 – Dec 2025**

Seattle, WA

- Led marketing and brand development for a new multifamily townhome development, establishing the project's market presence and launch-ready marketing foundation.
- Created the development website and core brand identity, including logo, visual direction, positioning, and customer-facing messaging.
- Designed and produced integrated sales and marketing collateral, including flyers, brochures, digital assets, and property marketing materials to support future lead generation and sales efforts.

Marketing & Events Manager | OpenRoad NW – Lamborghini, McLaren, Rolls-Royce, Bentley **Feb 2024 – Sept 2025**

Seattle, WA

- Increased monthly sales 145% (22 to 54 units), surpassing the 50-car milestone for the first time in dealership history through integrated digital and experiential campaigns.
- Elevated CPO ranking from 11th to 4th in under two quarters through OEM-aligned marketing strategy and campaign execution.
- Managed and optimized five dealership websites and digital channels across SEO, Google Ads, paid social, CRM/email marketing, and lead-generation initiatives.
- Produced 50+ luxury brand activations, grand openings, model launches, owner rallies, and VIP experiences for up to 350 guests; managed budgets, vendors, partnerships, OEM sponsorships, reimbursements, and brand compliance.

Marketing Director | Pineview Development **Jan 2022 – Jan 2024**
Seattle, WA and *Los Angeles, CA*

- Developed and executed integrated digital marketing and brand strategies across three real estate brands, improving lead generation, conversion, and market positioning.
- Increased occupancy 30% in two months through website development, brand systems, digital campaigns, and property marketing collateral.
- Led property repositioning and rebranding initiatives that contributed to the successful $138M sale of a major real estate project.
- Increased social media engagement 52% through targeted campaigns, influencer partnerships, and user-generated content.

Property Manager | Sweetome USA LLC **Sept 2021 – Apr 2022**
Seattle, WA

- Created integrated marketing programs that increased occupancy from 60% to 92% in under one month.
- Directed financial performance, business planning, capital improvements, and cost-control initiatives while supervising recruitment, training, and team performance.

Resident Services & Marketing Manager | Greystar **Jan 2020 – Sept 2021**
Seattle, WA

- Grew occupancy from 22% to 40% in one month and to 71% within four months through resident engagement, audience targeting, and multichannel print and digital marketing.
- Managed resident communications, retention initiatives, newsletters, surveys, lease notices, and community marketing programs.

EARLIER EXPERIENCE

International Sales Director / Co-Owner, Medspire Solutions — Global SaaS sales, go-to-market strategy, partnerships, CRM, and distribution.
Campaign Manager, Fashion for Conservation — Digital campaigns, fundraising events, influencer partnerships, and global fashion collaborations.
Marketing Manager, Eagle Trading Company — B2B wholesale marketing, product positioning, trade shows, and international food distribution.
Fashion Designer / Co-Founder, Show Core Fashion — Brand development, e-commerce, retail partnerships, pop-ups, and seasonal product collections.

EDUCATION & CREDENTIALS

University of Washington, Seattle, WA — B.A., Communication & International Studies; Minor in Diversity
Pierce College – Fort Steilacoom — Associate of Arts (Honors); President's List & Dean's List
Certifications & Honors: Lamborghini Certified Marketing Manager • McLaren Certified Marketing Manager • Husky Leadership Certificate • Robert F. Philip Scholarship Recipient • Phi Sigma Theta • Phi Theta Kappa
Languages: English (Fluent) • Cantonese (Native) • Mandarin (Native)
Platforms & Tools: Google Ads • Meta Ads • YouTube • SEO/SEM • Salesforce • Knock • Entrata • Mailchimp • Adobe Creative Suite • Canva • WordPress • Wix • Squarespace • Webflow • Airtable • Asana • Trello • GoDaddy