

WENDY CHAN

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OBJECTIVE

Marketing Manager seeking to join a mid-to-large tech company to lead marketing programs, drive product launches, build brand equity, and contribute to revenue growth while developing team members and translating strategy into execution through cross-functional collaboration.

SUMMARY

Strategic and creative marketer with 10 years of experience spanning: hardware, consumer, mobility and health tech. Proven ability to drive awareness, engagement and pipeline growth through integrated campaigns across digital, offline and experiential channels. Skilled in cross-functional collaboration: with product, design, sales, engineering, field service, legal, human resources, executives and external vendors to deliver end-to-end brand experiences. Passionate about translating technological innovation into compelling human stories. Intuitive, resourceful, adaptable and entrepreneurial.

EXPERIENCE

Marketing & Communications Manager Pebble Mobility, Inc. (Private, 83 EEs) Fremont, CA March 2025 – July 2025

- Partnered with Head of Brand & Marketing, Field Service and the Executive team to deliver the first electric trailer during a company reorganization – pioneering a new outdoor mobility category
- Orchestrated the first paying customer product launch event; executive preparation, social, website and PR resulting in a 20% increase in digital engagement, & media coverage 300K+ impressions on RV Business, PCMag, & Business Journal
- Developed a “U.S. Road Trip” campaign to engage and delight 5K+ early adopters, using Spotify playlists and iconic landmarks to build brand affinity beyond the product – positioning Pebble as a luxury EV RV lifestyle brand
- Transformed trailer display events into a growth engine by restructuring them to generate qualified leads and nurturing 2K+ preorders into final purchases

Marketing Consultant WC Consulting (Freelance) Bay Area, CA April 2024 – Present

- Built a 6-page website from scratch in 3 months for TransOcean Carrier that supported executive conversations
- Managed a marketing assistant at Ikigai Career Compass to deliver email campaigns that lifted engagement by 20%

Marketing Communications Manager Seyond, Inc. (Private, 600 EEs, 60 US EEs) Sunnyvale, CA Sept 2022 – Oct 2023

- Planned and executed company’s first show floor booth at CES 2023 generating 300+ leads, 40+ meetings, substantial global media impressions and first-time coverage in Forbes, TechCrunch, & Business Wire
- Validated new content strategy by winning the first CES 2023 Innovation Award for Vehicle Technology
- Partnered with Head of U.S Marketing to conduct a global rebrand, revealed at CES 2024, which resulted in 1,200+ leads and 2x brand awareness in part by utilizing an innovative photo booth exhibit
- Directed field applications engineering and business development teams to create marketing materials for a LiDAR campaign that boosted social media engagement 3x and were reused in an award-winning product press release
- Overhauled website design and content resulting in 2x visitor site traffic 3 months after launch
- Took initiative to establish a slimmed-down booth exhibit for consistent brand experience at regional events
- Recommended marketing channel budget & spending levels while search for Head of U.S Marketing was conducted
- Managed PR agency and 4 creative freelancers including: art director, copywriter, video editor, web developer

Marketing Associate Eargo, Inc. (Med. Device, NASDAQ: EAR, 225 EEs) San Jose, CA July 2021 – May 2022

- Executed award-winning Eargo 5 direct mail campaign (Clio Health Bronze), amplifying messaging that destigmatizes hearing loss and positions Eargo as the “Apple of hearing aids”. Resulting in acquisition costs up to 60% below the average CAC for other marketing channels
- Partnered with VP of Brand and Creative Director to craft multi-channel content and visuals for direct mail, web and social—reinforcing Eargo’s sleek, empowering brand voice and boosting qualified leads
- Owned CES 2022 launch logistics during organizational restructuring, ensuring flawless execution that generated 2M+ media impressions across top-tier outlets such as The Verge, Review Geek and USA Today
- Delivered weekly performance reports on campaign ROI and channel spend to executive and agency teams, enabling agile optimizations that improved marketing efficiency and customer acquisition

Channel Marketing Specialist SIIG, Inc. (Private, 75 EEs) Fremont, CA Oct 2016 – June 2021

- Led B2B online channel marketing efforts, including reseller communications, sales promotions and digital content for key distributors (Synnex, Ingram Micro, D&H, ASI & TechData)
- Planned and executed SIIG’s first CEDIA 2019 Expo presence, generating 60+ leads and driving direct sales onsite
- Developed sales training seminars and co-produced 20+ product videos to boost reseller effectiveness & awareness
- Streamlined and standardized product launch processes, improving cross-team alignment and go-to-market speed

Marketing Coordinator Professional Publications, Inc. (Private, 50 EEs) Belmont, CA Aug 2015 – Aug 2016

- Handled 30+ advertising vendors that specialized in ad placement, contracts and metrics retrieval
- Executed full life-cycle email campaigns and pulled reports for Sr. Marketing Manager to aid in strategic decisions
- Worked closely with management to identify the ad channels that drove the most engagement for products

AWARDS & RECOGNITION

CES Innovation Award, Seyond Vehicle Tech (2023)

- Translated technical specs into compelling messaging earning its 1st global innovation recognition

Clio Health Bronze, Eargo 5 Brand Campaign (2022)

- Recognized by one of the most prestigious healthcare marketing awards for the “Never miss a word” integrated campaign

EDUCATION

University of California, Davis Aug 2011 – June 2015

Bachelor of Science in Managerial Economics

Advertising Sales Representative, Unitrans	Mar 2014 – Aug 2015
Vice President, Economics & Business Student Association	Sept 2014 – June 2015
Merchandising Intern, Safeway (Private, 10,000 EEs) Pleasanton, CA	June 2014 – Aug 2014
Student Assistant, UC Davis Office of Research	Sept 2013 – Mar 2014
Business Development Intern, Engage3 (Private, 25 EEs)	Oct 2013 – Feb 2014

SOFTWARE

- Proficient with Microsoft Suite, G-Suite, Asana, MailChimp, Tableau, HubSpot
- Familiar with Google Analytics (GA4), Salesforce, WordPress, LinkedIn Campaign, Meta Ads Manager, Canva, ChatGPT

HOBBIES

Playing the violin (3 hrs/wk for the past 2 years), reading, Art of Storytelling class, stand-up comedy