



Amy Wu

Amy Wu is a results-driven marketing professional with over seven years of experience in trade marketing. She possesses a keen attention to detail and a strong commitment to team collaboration. Her expertise lies in designing and implementing successful marketing campaigns that effectively engage with various stakeholders, including consumers, retailers, wholesalers, and distributors. With a proven track record of managing numerous projects, Amy has developed exceptional project management and communication skills. Her proficiency in a range of software programs, such as Microsoft Access, Google Analytics, and SAP, is exemplary. Amy's global perspective, as a dual citizen of Taiwan and New Zealand, enables her to approach business challenges with a unique cultural sensitivity. In her free time, Amy enjoys photography, travel, and discovering new experiences.

 Taipei City, Taiwan 

Work Experience



Trade Marketing Manager • Akzonobel

June 2022 - Present

- Drive market differentiation by developing and implementing innovative trade promotion programs that showcase Dulux products to painters, interior designers, and DIY users.
- Develop and execute customer-centric trade marketing and customer engagement strategies to foster commercial revenue growth.
- Manage the advertising and promotion budget, evaluate the effectiveness of promotions, and utilize data analysis to formulate trade strategies.
- Provide the sales head with advice on short-term tactics and long-term strategies to achieve annual sales targets.
- Collaborate with supporting functions to leverage expertise and relevant resources in order to enhance sales performance.



Assistant Trade Marketing Manager • Treasury Wine Estates

September 2021 - December 2021

- Plan media and trade activities in accordance with global guidelines and local needs.
- Roll-out Above-The-Line (ATL) and Below-The-Line (BTL) promotions and engagements to enhance brand awareness and expand market reach. This includes participating in wine and spirit shows and launching in liquor stores.
- Managed ATL and BTL advertising and promotion expenses, optimizing budget effectiveness.
- Initiated and executed engaging consumer events and social media launches.
- Coordinated production and delivery of Point of Sale Material (POSM) and premiums.
- Organized trade events and promotions to enhance trade visibility and customer support.



Assistant Trade Marketing Manager • Distell (Pty) Ltd

December 2016 - July 2021

- Coordinated and improved implementation of promotion-related activities among external and internal teams.
- Optimized trade spend and evaluated trade resources and A&P efficiency.
- Implemented SEO optimization techniques, resulting in a 15% increase in organic search traffic.
- Sourced Point of Sale Material (POSM) and premiums, ensuring timely delivery.
- Organized and executed scratch and win promotions, trade events, and consumer programs.
- Initiated online loyalty and lucky draw promotions, designed concept for brand weeks and product launches.
- Co-worked on the launch of Scottish Leader Sherry Cask Finish's 2.0.



Trade Marketing Specialist • Kimberly-Clark

February 2015 - July 2016

- Collaborated with sales and marketing teams to develop sales strategies and action plans.
- Improved trade show efficiency and coordinated new product launching events.
- Achieved overachieved sales targets in e-commerce for 3 seasons consecutively.

Education



2010 - 2014

輔仁大學 Fu Jen Catholic University

Finance and International Business

Skills

- Microsoft Access
- Google Analytics
- Google AdWords
- SAP

Languages

- English — Native
- Chinese — Native