

Faye Gao

Learning to create, creating to learn.

Shenzhen, China
(+86) 136 7017 1813
fayegao888@gmail.com

Seasoned and multicultural marketer with proven skills in branding, marketing and forecasting, knowledge of P&L management, new market development and agile project management. Well-versed in creative collaboration with cross functions and leaders to reach design, process and resource optimization. Proficient in monitoring trends and capitalizing on emerging opportunities. Offering 5+ years of experience planning, leading and improving talent efficiency. A strategic leader in developing processes, coaching cross function communications and talent mentorship in disruptive multinational companies. Proven records of driving organizational improvements and profitability through leveraging enhanced workforce engagement. Focused on motivating staff and working with diverse personality types by promoting a safe and transparent environment to drive commitment and results.

I enjoy working closely with my teams in not only delivering quality results but also growing our collective passion both for work and life. After all, the day where the data of human Impacts will soon prove to amaze us all.

EXPERIENCE

WeWork, Shenzhen — Community Manager

June 2018 - PRESENT

- Led WeWork Shenzhen (South China) market opening; project managed across Logistics, Operations, Marketing, Sales, PA, Construction, IT, and JV partners in revenue realization within 8 months.
- Road-mapped and overseeing growth strategies pertaining to partnership PR, co-branded events, building P&L, and talent recruitment and mentorship (10+ team members).
- Oversaw 10-person team with effective morale-building strategies, cutting-edge training and motivational coaching on best practices, standards and targets.
- Elevated quality control standards with proactive building and hospitality inspections focused on maximizing operational excellence and experience delivery.
- Built strategic partnerships with local tech associations, media outlets, real-estate agencies, and governments in gaining market presence.
- Effectively controlled expansion budget; maximized resources through influencing external communities in collective contributions.
- Structured high level client tours, presentations, and delivered public speeches for fund leaders, enterprise clients, local governments, associations, and financial institutions.
- Internal Enterprise Business Unit community liaison, supporting PxWe programming for keynote clients such as Walmart, Amazon, Shopify, Folli Follie, and real-estate developers.

Energy Focus Inc, New York, NY — Business Development Executive & Brand Manager

May 2014 - June 2017

- Successfully opened a new sector in Education, collaborating with The Center for Green Schools under the USGBC umbrella, generating \$250,000 revenue in 3 months.
- Led the New York Port Authority account, successfully test fitted areas of The Oculus, remained competitive in the The World Trade Center lighting retrofit bid (\$20M USD).
- Championed lobbying efforts with District 51 House Representative (Hawaii) Chris Lee in the Ka Hei bid, a Hawaii State wide public-school facility upgrade grant.
- Oversaw 6-person marketing team, promoting continuous improvement with R&D and Product Team, enhancing processes and reducing costs as head of a highly efficient group.
- Strategized and road-mapped the company's complete rebranding

SKILLS

Agile program management and project leadership

Operations and planning (Marketing and BD)

Data visualization

Direct marketing/customer journeys

Brand and campaign management

Events and activations

Content production (video)

Product/UX/CX/website management

LANGUAGES

English

Mandarin

Cantonese

EDUCATION

University of Surrey, UK
— *MSc International Marketing Management*

October 2012 - October 2013

McMaster University, Canada
— *BA Economics*

September 2008 - June 2012

SOFTWARE

Microsoft Suite

iMovie

InDesign

Photoshop

pre-IPO. As a result, increased website traffic by an average of 200% each month using inbound marketing techniques.

- Built, implemented and deployed creative social campaigns to facilitate smooth launch of the Education sector.
- Developed short-term and long-term objectives for trade show, campaign, paid partnership for the US, and partial South America market whilst participated in industry organizations to gather competitive and industry intelligence in aid of post IPO growth.

PROJECTS & PUBLICATIONS

Branding

- [Fintech Branding - Social Energy Partners](#) (2018)

Events

- [New York Energy Week](#) - Co-organizer (2017)
- AMPM Pre-Opening Party - Bar Concept and Event Design (2019)

Publications

- [Illumination and inspiration](#) (2016)
- [Education Expo](#) (2016)
- [Change a Light, Change a Life Flip Book](#) (2016)

Video Production

- [Change a Light, Change a Life](#) (2016)
- [Hartville Marketplace](#) (2016)
- [Big Sandy Independent School District](#) (2016)
- [Truline Industries](#) (2016)
- [St. John's University Bread and Life](#) (2017)

Lightroom

INTERESTS

I find myself often getting lost in hues of light. Currently trying to perfect my photography skills so the rays can be captured just as beautifully as they are presented.

Websites

<https://www.fayegao.com/>