

# BRUCE WANG

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## OBJECTIVE:

"Experienced Marketing Automation Specialist seeking new challenges after nearly a decade as a marketing professional."

## AREA OF EXPERTISE:

- Email Automation
- Email Marketing
- Audio/Video Production
- Project Management
- Webmastering
- CRM Integration
- Lead Funnel Optimization
- Webinar Education

## PROFESSIONAL EXPERIENCE:

### CORNEAGEN (Seattle, WA)

2017-Present

A mission-driven bio-technology company committed to transforming corneal care for surgeons.

#### **Marketing Automation Specialist**

Manage and lead marketing automation operations through marketing software (Act-On and Salesforce).

#### *Selected Accomplishments:*

- Developed complete leads-to-sales funnel generating over 1200 corneal surgeon leads per year.
- Implemented a complete email marketing automation platform that sends out over 2 million emails to our surgeon database per year with over 35% open rates, and over 5% click rates.
- Created a webinar education series in association with 40+ corneal surgeons garnering over 5000 views.
- Spearheaded sales and marketing alignment so that leads are followed up within 2 business days.
- Filmed multiple live surgeon demos and events at our annual tradeshow event.
- Directed surgeon fellows training video for all 9 operations departments with over 1 hour of content.
- Webmastered 4 unique website platforms.
- Served as the marketing department's main data analyst and salesforce power user.
- Executed monthly Qualtrics survey to over 600 surgeons customers to receive NPS score and feedback.

### SIGHTLIFE (Seattle, WA)

2016-2017

A non-profit global health organization with the mission of eliminating corneal blindness by 2040.

#### **Marketing Automation Specialist**

Manage and lead marketing automation operations through marketing software (Act-On and Salesforce).

#### *Selected Accomplishments:*

- Owned the launch of a brand new marketing automation platform.
- Oversaw website development and update producing 27% traffic increase year-over-year.
- Created and updated weekly, monthly, quarterly leads reports and dashboards.

### DIRECTRON (Houston, TX)

2014-2016

#### **Marketing Manager**

Managed a team of 5 with the goal of increasing sales for a multi-million dollar IT retail business.

#### *Selected Accomplishments:*

- Lead project manager on website development and migration from Yahoo to Magento Enterprise.
- Turned around decline in online company sales from \$6 million to \$24 million a year.
- Created partnerships with affiliate sites that generated over \$1 million in sales.

### LENS TO OWN, INC. (Houston, TX)

2010-2014

#### **Marketing Manager/Sales Manager**

Led a 3 member team managing marketing, sales, and customer service for a retail and e-commerce SMB.

## ADDITIONAL SKILLS:

**Technology:** Salesforce Power User, Act-On Marketing Automation System, Qualtrics, Microsoft Office, HTML, Adobe Photoshop, Premiere Pro, Audition, and After Effects. Video Production and Photography.

## EDUCATION:

University of Texas at Austin, Austin TX (2010) - Bachelors of Business Administration