

Jacqueline Tseng

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ABOUT ME

I am a creative storyteller and a brand strategist with a master's degree in digital communication and have six years of marketing experience in event planning, product marketing and video production. My top skill includes problem-solving, cross-functional coordination, and I have consistently crafted compelling narratives for diverse organizations and led global event from planning to execution.

I thrive on learning new things and excited to apply my strong communication and analytical thinking skills in a dynamic, technology-focused environment – help the company achieve its goals and stand out in the market.

PROFESSIONAL EXPERIENCE

Global Product Marketing Specialist
ASUS

July 2023 -present

- Led the global commercial booth campaign across major events and HQ tours, including Computex 2024 & 2025, IFA 2024, and CES 2025. Oversaw end-to-end execution, from concept development to on-site coordination. Collaborated cross-functionally to prepare demo content, develop marketing materials and devise booth layout design that maximize ASUS Commercial's presence. Effectively showcased the ASUS Expert series and Education series to boost brand exposure, engagement, and partner interest.
- Responsible for the ASUS Chromebook product lines and ASUS education series, defining product positioning and developing marketing strategies through competitor analysis and collaboration with product managers.
- Develop comprehensive marketing materials, including one pagers, sales kits, datasheets, websites and product training videos, to empower the sales team and maximize product visibility.
- Maintain regular communication with partners (e.g., MediaTek, Google) to align on branding direction, explore co-marketing opportunities, and ensure consistent messaging across channels.

Marketing Specialist
Gorilla Technology

July 2021 -April 2023

- Devised brand repositioning strategy, including identifying the brand's positioning and messaging.
- Rewrote core marketing materials, including brochures, case studies, and website content to showcase the company's AI solutions for government, transportation, manufacturing, retail, enterprise, etc.
- Scripted and produced marketing videos to support brand storytelling and product promotion.
- Collaborated with sales, technical, and product teams to create effective marketing-related materials to ensure sales success and drive global market expansion.
- Managed social media accounts and created engaging content.
- Organized marketing events and tradeshow: Planned brand strategies, coordinated cross-department execution, prepared copy and visual assets for online and physical expo, led booth design, worked with PR agencies to launched campaigns.

Creative Content Designer
Soopah Genius

March 2020 - July 2021

- Conducted market research and user interviews to collect feedback, enhancing understanding of customer profiles and their needs for the product.
- Collaborated with the product development and UX/UI team to train machine learning models, thoroughly test the product, create bug reports, and develop new features to optimize the user experience.
- Maintained customer relationships and assisted clients in producing social media video content with our product.
- Created and managed social media content.
- Designed brand logo, enhancing brand identity.

Freelance Videographer and Visual Storyteller

Jan 2019 - March 2020

Seattle Art Museum

- Delivered a promotional and educational video for announcing the opening of the Asian art museum and showcasing artworks from Southeast Asian countries.

Plymouth Healing Communities

- Initiated an outreach video campaign for fundraising and recruiting volunteers to join the Companionship Program.
- Visual storytelling to highlight the need for affordable living spaces for intellectually disabled.

Wing Luke Museum of the Asian Pacific American Experience

- Shot a promotional video for showcasing the museum's dumpling tours responsible for story writing, production, cinematography, and editing.

Brain Magazine

Aug 2015 – Nov 2016

Editor

- Created written content highlighting the latest innovations in media, marketing, and advertising.
- Researched publications, industry journals, mass-media websites, and PR events to support content development.
- Planned a monthly content calendar, outlining key topics based on audience needs, market research, and emerging trends.

EDUCATION

Master's degree in Communication in Digital Media, University of Washington, Seattle, WA 2018-2020

Bachelor's degree in Mass Communication, Tamkang University, Taiwan, 2011-2015

LANGUAGE

English (Working Proficiency)
Mandarin (Native Proficiency)