EMA WANG

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SUMMARY

Digital marketing and account/project management professional with 8+ years' experience across agency and in-house environments in Brisbane and New York City. Experienced in developing and delivering multi-channel digital marketing campaigns and managing stakeholders and concurrent projects end-to-end.

EXPERIENCE

We are Flip — Advertising Agency | Brisbane, QLD
Account Manager | April 2025–October 2026

- Owned client relationships across 15+ active accounts as the agency's sole Account Manager, serving as the key point of contact and overseeing projects end-to-end
- Successfully retained at least six client accounts over 16 months at the agency, maintaining strong and positive relationships to support ongoing projects and identify opportunities.
- Managed multiple concurrent projects across a range of industries, balancing competing priorities, timelines, budgets and stakeholder expectations to ensure successful delivery and mitigate risks.
- Contributed to 15+ proposals with budgets ranging from $20K to $120K, helping develop solutions that meet client objectives while identifying opportunities to upsell services beyond the original brief.
- Managed media spend and contribute to social strategy for the *Zone In* campaign with TMAA, spanning TikTok and Instagram; the campaign generated 1M+ impressions with a 7% CTR.
- Proactively managed challenging client relationships, identifying alternative solutions that met clients' needs while optimising team capacity.
- Served as the producer in filming projects, working closely with clients, creatives, suppliers and internal teams from planning through to final delivery.
- Collaborated closely with the Delivery Manager to address and triage urgent website issues, providing guidance and solutions to help clients navigate the front and back ends of their websites.

Print Center New York | New York City, United States
Marketing & Communications Manager | Mar 2020–May 2024

- Spearheaded the organisation's marketing and communications initiatives, partnering with department heads to deliver the organisation's missions through milti-channel digital marketing and PR.
- Managed CRM/email marketing through Mailchimp, increasing newsletter open rates from 27% to 45% through improved content, audience segmentation, and workflow.
- Led social media strategy and audience growth through UGC, partnerships, and trend-led campaigns, increasing Instagram following by 200%.
- Conducted quantitative and qualitative audience research to refine audience targeting, content and communications strategy.
- Oversaw external affairs for the annual $300K USD Spring Benefit with 250+ guests, coordinating VIP guests, press, photographers and event consultants to resolve issues and ensure smooth event execution.

- Led a full organisational rebrand with internal stakeholders and an external design agency; established the Bloomberg Connects digital partnership.
- Collaborated with an external PR agency to shape press strategy, develop communications materials and monitor media coverage.
- Provided day-to-day leadership to freelancers, junior staff and interns, delegating work, setting priorities and providing guidance and feedback to support effective delivery.
- Oversaw the museum shop and e-commerce operations, managing online inventory and merchandise through Squarespace and directing promotional sales campaigns.

EDUCATION

Columbia University, New York City | Master of Arts in Communication

National Chengchi University, Taipei | Bachelor of Arts in Advertising

SKILLS, TOOLS & LANGUAGES

🔮 Multi-channel Digital Marketing | Social Media & Newsletter Marketing | Market Research | Project, Budget & Timeline Management

⚙️ Social Media Ads | Notion, Asana | WordPress CMS Management | Mailchimp | Canva, Figma

🌏 English-Mandarin Bilingual