



New York City, NY | [LinkedIn](#) | [Portfolio](#) | 917-968-2034 | peichiao.lin19@gmail.com
Brand strategist with 7+ years bridging strategic insight and design execution across agency and independent practice. Partners closely with design and creative teams to carry positioning from brief through visual system.
Fluent across CPG, tech, and lifestyle categories, with strong cultural insight and trend forecasting.

WORK EXPERIENCE

Independent Brand Strategist & Designer

2025– Current

- End-to-end brand strategy for early-stage tech and lifestyle brands: discovery workshops, positioning, messaging architecture, visual identity systems.
- Led brand strategy and hands-on design execution for early-stage AI tech and startup clients, building full visual identity systems and brand guidelines myself, from verbal identity through final execution.
- Creative direction and photography for brand and event clients, translating strategic concepts into on-site imagery.

WPP | Ford

New York City, NY

Manager, Content +

August 2023 – February 2025

- Owned strategic blueprinting for high-priority tentpole campaigns, including creative briefs, strategic decks, and client presentations that carried strategy into execution.
- Identified the "Passenger Princess" cultural trend and built brand strategy around it for the F-150 Lightning launch: 7.6M organic views, 130% engagement rate (vs. 3.8% industry avg).
- Sole on-site strategy lead for Ford's Essence Festival of Culture activation (500K+ attendees), owning talent, run-of-show, and live creative decisions across 3 days in New Orleans.
- Directed paid social creative strategy on Meta and TikTok against a \$500K budget, integrating performance data and AI-assisted research into ongoing direction.

GroupM

New York City, NY

Campaign Manager, Brand Partnerships & Influencer Strategy

October 2022– August 2023

- Wrote insight-led creative briefs across TikTok, Instagram, and YouTube for Audible's \$20M brand partnership portfolio, optimizing for brand equity over pure performance.

Kepler

New York City, NY

Senior Analyst, Creative Media Solutions

November 2021 – October 2022

- Translated performance data into brand health implications and creative recommendations for American Express.

GroupM

Taipei, Taiwan

Senior Executive, Strategy & Partnerships

August 2020 - October 2021

- Adapted global brand strategy for CPG/FMCG clients across APAC — L'Oréal, PepsiCo, Uber Eats, Colgate, Mars Wrigley, Lindt — designing and presenting strategic decks that translated recommendations into client-ready narrative.
- Surpassed KPIs by 3x through insight-led, culturally fluent brand positioning.

Surkus

Los Angeles, CA

Social Media Manager

October 2019 – March 2020

- Led brand messaging, design, and community strategy; grew organic engagement 150% in first 3 months.

EDUCATION

University of California, Santa Barbara

Santa Barbara, CA

BA in Global Studies + Certificate of Technology Management Program

Graduation Date: September 2019

Shillington Education Certificate in Graphic Design (online)

Graduation Date: April 2025

IDEO U

Certificate in Advance Design Thinking (online)

Graduation Date: May 2025

Tools: Figma · Adobe Creative Suite · CapCut · Canva · Figma · Meta Ads Manager · TikTok Creative Center · Captiv8 · Sprout Social · Asana · Notion · Jira · Mailchimp · Claude AI · Loveable · Office & Google Suite
Native in Mandarin Chinese (Both Traditional and Simplified)