



pei chiao lin

New York City, NY | [LinkedIn](#) | [Portfolio](#) | 917-968-2034 | peichiao.lin19@gmail.com

Creative and Brand Director with 7+ years working across brand, culture, and campaign execution. Operate from brief to build including brand positioning and insight work through on-site experiential, creator-led campaigns, and identity systems. Agency background (WPP, GroupM) combined with independent consulting and hands-on cultural practice as a DJ and event organizer in NYC

WORK EXPERIENCE

Freelance Creative

August 2020– Current

- End-to-end brand strategy for early-stage tech and lifestyle startups: discovery workshops, positioning, messaging architecture, and visual identity systems.
- Lead engagement for FreeFlow (AI language learning app): facilitated design thinking research, developed consumer insights via stakeholder interviews, delivered full brand system from verbal identity through visual execution.
- Landscape audits, competitive analysis, and cultural audits to identify white space and build differentiation strategy and GTM roadmaps.

WPP | Ford

New York City, NY

Manager, Content +

August 2023 – February 2025

- Primary strategic voice for high-priority tentpole campaigns. Defined creative territories and framed brand problems before work moved into execution.
- Led creative and experiential strategy for Ford's Essence Festival of Culture 2024 booth (500K+ attendees). Sole on-site lead managing talent, run-of-show, contracting, and live creative decisions across 3 days in New Orleans.
- Identified Passenger Princess cultural insight and built creator campaign around it. 7.6M organic views, 130% engagement rate (vs. 3.8% avg) for F-150 Lightning launch.
- Led paid social creative briefing on Meta and TikTok. Iterated creative direction using CPM, CPV, and engagement data. Managed approx. \$500K in campaign budgets.

GroupM

New York City, NY

Campaign Manager, Brand Partnerships & Influencer Strategy

October 2022– August 2023

- Translated audience data into insight-led creator briefs for campaigns across TikTok, Instagram, and YouTube, optimized for brand equity, not just performance.
- Built creative testing frameworks across hooks, formats, and creator styles. Owned Audible's \$20M annual influencer portfolio across paid, earned, and owned.

Kepler

New York City, NY

Senior Analyst, Creative Media Solutions

November 2021 – October 2022

- Applied testing methodologies and performance data to drive creative direction for American Express across Meta and DV360.
- Translated complex data sets into brand health implications and clear creative recommendations.

GroupM

Taipei, Taiwan

Senior Executive, Strategy & Partnerships

August 2020 - October 2021

- Adapted global brand strategies for APAC markets across L'Oréal, PepsiCo, Uber Eats, and Colgate, Mars Wrigley, Lindt — ensured cultural fluency across languages and consumer contexts.
- Surpassed KPIs by 3x through insight-led campaign development and culturally fluent creative positioning.

Surkus

Los Angeles, CA

Social Media Manager

October 2019 – March 2020

- Led content planning and brand messaging; increased organic social following and engagement by 150% in the 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

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Certificate in Advance Design Thinking (online)

Graduation Date: May 2025

Tools: Figma · Adobe Creative Suite · CapCut · Canva · Figma · AI research & synthesis tools · Meta Ads Manager · TikTok Creative Center · Captiv8 · Sprout Social Asana · Notion · Jira · Mailchimp. Native in Mandarin Chinese.