AMY CHEN

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Full US Work Authorization (Spousal Green Card via corporate relocation; no visa sponsorship required)

GLOBAL BRAND MARKETING LEAD

Creative, insight-driven global brand leader with 14 years building premium brands across food and beauty. Translates brand strategy into distinctive integrated campaigns and toolkits that local teams adapt at scale, bringing markets, agencies and cross-functional teams behind one clear idea. Key achievements include leading Häagen-Dazs' first-ever global partnership to the year's No. 1 selling innovation, and setting one global visual standard adopted by all 6 key markets before taking it to 350+ shops in 35 countries.

CORE SKILLS

Integrated communications, campaign & toolkit development, creative direction, agency leadership, brand visual identity & governance, content & social strategy, brand strategy & positioning, public relations, cultural moments, consumer insights, brand partnerships, budget management, media allocation, cross-functional & senior stakeholder leadership, people management & team development.
Languages – English (Native), Mandarin Chinese (Native), Japanese (Intermediate)

WORK EXPERIENCE

General Mills | London, UK
Global Marketing Manager – Häagen-Dazs Shops *(Promoted role)* Aug 2025 – Jun 2026
Promoted to lead global marketing and communications for Häagen-Dazs Shops, the brand's premium franchise channel of 350+ shops in 35 countries. Expanded remit from brand experience to the channel's full marketing mix: led a team of 6 brand managers across EU, LATAM, MENA and SEA and managed a $2M budget, driving seasonal campaigns and menus, in-store experience, media, and consumer and franchise-partner communications.

- Turned a newly recruited team of 6 into one that delivered key campaign milestones on time with no disruption to the business: set clear priorities and decision principles and introduced weekly team rituals, so each market could adapt global direction for its consumers and franchisees.
- Identified a channel-wide media capability gap and won funding to address it: independently pitched for and secured incremental budget for the channel's first-ever quick-service restaurant media playbook, partnering with the global media agency to optimize investment across markets.
- Took the brand's new visual identity from guidelines to the shop floor across 350+ locations: delivered the channel's visual identity toolkit and redesigned the global menu, in-store materials and social content, embedding craftsmanship storytelling to reinforce premium price positioning at every touchpoint.
- Increased media reach for the channel's most important seasonal campaign: led my team through an ROI review of the largest annual activation, a two-year drive-to-store program, and won Managing Director buy-in to move its full budget into media, with a clear framework showing markets with limited budgets how to spend it most effectively.
- Delivered integrated toolkits adopted by all markets for two seasonal campaigns a year, end to end: set the communication hierarchy and key messages, translated brand strategy into briefs for R&D and external creative partners, wrote the copy and led creative direction for product photography, in-store materials and social content, balancing global consistency with local flexibility.
- Kept cross-functional decisions moving as the central hub for the Shops leadership team: set the agenda for and chaired the monthly review across marketing, operations, sourcing and compliance with the Managing Director.

General Mills | London, UK
Global Senior Brand Experience Manager – Häagen-Dazs Sep 2020 – Aug 2025
Senior global communications lead for General Mills' $730M flagship international brand, owning integrated campaigns, brand partnerships, cultural activations and brand experience across priority European and North Asian markets. Line managed a Brand Experience Manager and led creative, media and PR agencies.

- Delivered the No. 1 selling innovation of the year, the brand's first coordinated global activation and the UK's top-rated TV ad of the month (5.4 stars on System1): secured the brand's first-ever global brand partnership (Häagen-Dazs x Pierre Hermé), built the business case, negotiated terms, and turned it into a fully integrated campaign across product, media, PR and experiential, orchestrating execution across key markets.

- Created a repeatable global brand moment: translated the brand's global platform into its first culture-led International Women's Day campaign, grounded in consumer insight. Piloted as a test-and-learn in the Middle East, it generated 235 pieces of coverage in its first week and won leadership backing to scale to 12 markets in year two.
- Set one global visual standard for the brand: led its visual identity transformation, winning senior stakeholder buy-in for a shift from local creative freedom to brand consistency, and building the guidelines and governance adopted by all 6 key markets in year one.
- Raised the standard of local execution with multi-channel campaign toolkits adopted by all markets, giving teams clear frameworks to adapt locally while protecting brand integrity across touchpoints.

Pierre Fabre Dermo-Cosmétique | Singapore
ASEAN Digital & PR Manager Nov 2016 – Aug 2020

Led digital marketing and communications across 5 Southeast Asian markets for a premium French pharmaceutical skincare and haircare portfolio (Eau Thermale Avène, Klorane, René Furterer, A-Derma) across social, influencer, PR, CRM, search and e-commerce.

- Created content the global team rolled out worldwide: Eau Thermale Avène's first social-led storytelling of its signature ingredient, translating clinically grounded benefits into consumer-friendly content.
- Grew engagement 200%+ by building the ASEAN digital and PR ecosystem from the ground up across brands: channels, agency partners and influencer programs.
- Exceeded annual CRM recruitment KPIs by 10% within nine months by designing and launching CRM and loyalty programs that turned in-store sampling into online sign-ups.
- Moved the portfolio into e-commerce: won over offline-focused distributors with competitor research and campaign support, leading to an e-retailer launch in Singapore and a Lazada shop-in-shop in Thailand.

Pierre Fabre Dermo-Cosmétique | Taipei, Taiwan
Product Manager Nov 2014 – Aug 2015

Brands managed: Eau Thermale Avène, Klorane, René Furterer, A-Derma, Elancyl, Ducray.

- Owned product forecasts and influenced distributor marketing plans aligned to brand and sales objectives.
- Led digital campaigns for key launches; delivered 143% ROI on the Klorane Shampoo launch campaign.
- Validated distributors' retail marketing materials to ensure alignment with global brand standards.

FBO Cosmeceutical Skincare (Top drugstore skincare brand in Taiwan) | Taipei, Taiwan
Marketing & PR Lead SEA Sep 2012 – Oct 2014

- Led PR, events and influencer collaborations across Singapore, Malaysia and Hong Kong.
- Increased media exposure by 150%+ and exceeded Sephora SG sales targets by 130% in one year.
- Transformed the visual and editorial quality of marketing and educational training materials, raising the standard of how key information was designed and communicated.

Leo Burnett | Taipei, Taiwan
Account Executive Oct 2010 – Mar 2012

- Managed client relationships and campaign delivery. Clients: PepsiCo, P&G, AIA Insurance.
- Launched Lay's Baked Potato Chips in Taiwan, creating a new "healthy snack" category.

EDUCATION

- **University of Wisconsin – Madison**
  Bachelor of Science: Graphic Design, Japanese Language & Literature
  - Sophia University, Tokyo (study abroad)
- **Fashion Institute of Technology, New York**
  Associate of Applied Science, Fashion Business Management

TRAINING

- Mark Ritson Mini-MBA in Marketing – June 2023
- University of Pennsylvania – The Wharton School: Certificate of Achievement, Executive Education – Business Analytics, 2019