

Eric Tsui

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Professional Experience

2003-
Present

G2 Direct & Digital, WPP, *New York, NY*

Account Supervisor- Interactive, Flomax account

- Oversaw the development and execution of five Pharmaceutical Web site design projects that included a Promotional, a Branded Consumer, a Branded Healthcare Professional (HCP), and an Unbranded site.
- Worked with Search Engine Optimization specialist to maximize presence of Flomax brand in organic search.
- Coordinated lead acquisition, conversion, and adherence efforts with Relationship Marketing Account Director to ensure campaign integration. Online tactics included Search Engine Marketing and Online Banner placements.
- Wrote POV on Best in Class Pharmaceutical Web sites targeting HCPs.
- Worked with Planning group on campaign messaging and usability testing research.
- Coordinated development of campaign infrastructure with a third-party Operations agency.
- Oversaw professional development and training of Assistant Account Executive and Intern.

Account Supervisor, Xerox, Panasonic, 3M, Century 21 Real Estate, LLC, Rayovac (formerly Remington), and Starlight Starbright Children's Foundation accounts

- Designated special assignments manager, reporting directly to SVP, Group Account Director responsible for agency's key B-to-B and Consumer Electronic accounts.
- Led interactive and technology team in the design and production of two customized online marketing applications that empowered corporate managers to build and execute personalized direct mail and email communications.
- Launched multiple customer relationship management campaigns that utilized Personalized URLs (PURLs) and Portals to deliver individually relevant content. One campaign received a 15% registration rate.
- Managed the rollout of a reengineered communications platform targeting Century 21 brokers and agents to increase awareness and usage of corporate tools.
- Deployed multiple integrated TV assignments for Panasonic and Rayovac that utilized the agency's direct response Creative, Media, Broadcast Production, Telemarketing, and Fulfillment services.
- Initiated campaigns for non-profit client to generate contributions from new donors.
- Received two promotions over two years.

2001-
2003

WUNDERMAN, WPP, *New York, NY*

Account Executive, American Institute of Certified Public Accountants account

- Launched a \$5 million integrated, multimedia national campaign to encourage high school and college students to pursue a career in accounting or business. In year 1, team surpassed original projections and won two Reggie Awards® for Promotions.
- Managed the production of offline and interactive components which included print, collateral, direct mail, Web site, online game, email, and CD-Rom.
- Organized Media Tracking matrix that allowed team to monitor and report on responsiveness of each tactic.
- Involved in coordinating qualitative and quantitative market research to reveal effectiveness and appeal of campaign with student target audience.

Professional Experience

(continued)

Account Executive, AT&T Broadband account

- Played a key role in developing relationships with five regional marketing managers by serving as their primary liaison.
- Led team in repurposing pre-approved corporate creative materials for their regional needs. Our work for the AT&T Broadband field teams helped contribute \$1 million dollars in additional billings for the Agency.
- Created project proposals that consisted of a creative recommendation, manpower and out-of-pocket estimate, production schedule, and media plan.

1999-
2001

LOWE LINTAS DIRECT, Interpublic, *New York, NY*

Account Executive, RCN account

- Primary daily client contact for eight regional marketing managers and organized micro-marketing campaigns, which included a welcome communication program, print ads, radio spots and direct mail.
- Published creative briefs, daily hot sheets, and conference reports.
- Oversaw Assistant Account Executive and managed day-to-day operations with internal status meetings.

Industry Activities

2003-
present

MULTICULTURAL ADVERTISING INTERNSHIP PROGRAM (MAIP), AAAA

Mentor

- Provided guidance and developed relationships with minority college students interested in pursuing a career in advertising.

2003

INSTITUTE of ADVANCED ADVERTISING STUDIES (IAAS), AAAA

First Place Winner

- Competed with other advertising professionals in an intensive 16-week professional development program.
- Participated in mock new business pitch and presented winning integrated advertising plan to Virgin Atlantic marketing team.

Internships

1998

BBDO CHICAGO, Omnicom, *Chicago, IL*

Account Management Intern

- Collected and analyzed data on the confectionery industry, and presented information to the Wrigley's Gum Account team.

1997-
1998

KANG & LEE ADVERTISING, WPP, *New York, NY*

Strategic Marketing Intern

- Assisted EVP of Strategic Marketing Services & New Business with research that was used for various new business presentations.

Education

1995-
1999

COLUMBIA UNIVERSITY, *New York, NY*

Bachelor Degree in Fine Arts, Cumulative GPA: 3.5, Dean's List

Computer: Word, Excel, PowerPoint, and Project