



CATHY GAN

MARKETING & BRANDING SPECIALIST

Marketing Campaign · Digital Marketing · Onmi-Channel Strategy
Content Creation · Event Management

ABOUT ME

Marketing and branding professional with **7+ years' experience** driving brand success across **healthcare** and **FMCG** sectors in Australia and overseas. Thrives in fast-paced **B2B** and **B2C** environments. Recently relocated to Sydney and ready to make an immediate impact.

PLATFORM EXPERIENCE

- MS: Word, Excel, PowerPoint, Outlook, Teams
- EDM & CRM: Mailchimp, Salesforce, HubSpot
- SEO & Advertising: Google Analytics, Google Ads, Similarweb, SEMrush
- Social Media: Hootsuite, Facebook, Instagram, LinkedIn, Pinterest, RED, TikTok, Reddit
- Creative: Wix, Canva, Stripo,
- AI: ChatGPT, Midjourney
- Other: SurveyMonkey, Temu, Python

WORK EXPERIENCE

Pluslife Biotech · Marketing Manager 04.2022 – 10.2023
Infectious Disease Diagnostics | B2B & B2C | APAC & EUR Markets

- **Brand Strategy** – Built a clear brand communication framework to strengthen global identity.
- **Event Management** – Led 20+ global exhibitions (e.g. MEDLAB, AACC, MEDICA) and 15+ events to boost visibility.
- **Channel Marketing** – Managed 15+ digital channels, including LinkedIn, websites, EDMs and others.
- **Content Creation** – Created social posts, images, brochures and presentations tailored to channel & audience.
- **Stakeholder Engagement** – Worked closely with partners like WHO, BMGF, NGOs, scientists, KOLs, and distributors.
- **Visual Identity System** – Standardized brand visuals and applied them across all marketing materials.
- **Team & Budget Oversight** – Managed a team of five and stayed within budget to ensure smooth execution.

CONTACT ME AT

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- 💻 www.cathyganportfolio.com
- 🌐 @cathyggaa

EDUCATION

- 🎓 2014.1 - 2015.12
Public Relations (Business)
Master's Degree
Queensland University of Technology
- 🎓 2009.9 - 2013.7
Business Administration
Bachelor's Degree
Wuhan University

REFERENCE

- 📖 **Phoebe XIE**
Deputy Director of Marketing
Dept.
YHLO Biotech
- 📖 **Joe MAN**
Head of International
Business Sales Dept.
Fapon Biotech
- 📖 **Xianqiao ZENG**
International BD Director
Innovita Biological
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Innovita Biological Technology

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Fapon Biotech • Marketing Specialist 04.2018 – 04.2022

IVD Raw Material | B2B | EUR, SA & APAC Markets

- **Campaign Execution** – Delivered 20+ campaigns across global exhibitions and digital platforms with a \$300K budget.
- **Channel Strategy** – Built and improved marketing presence across owned, paid, and earned media.
- **Marketing Materials** – Developed brochures, product manuals, videos, and pitch decks to support sales and branding.
- **Data & Reporting** – Analyzed marketing performance and sales data to refine strategies and maximize ROI.

MSL Group • Brand Executive 01.2017 – 02.2018

Global PR Agency | B2C | FMCG Clients (e.g. Whisper, Tampax, Pampers)

- **Campaign Execution** – Planned and deliver PR and social media campaigns aligned with client goals.
- **Event Support** – Coordinated logistics and content for brand events and media briefings.
- **Media & KOL Relations** – Built strong relationships with media and KOLs.
- **Content Writing** – Created press releases, social content, and event materials.
- **Industry Research** – Monitored trends and competitors to support campaign planning.

Hetech Pty Ltd • Marketing Assistant 05.2016 – 11.2016

Australian-Owned Electronics Manufacturer | B2B & B2C | AU Market

- **Brand Awareness** – Supported the Managing Director in raising company visibility and market reach.
- **Digital Tools** – Executed marketing campaigns using EDMs, SEO/SEM, Google Ads, and e-commerce platforms.
- **Event Promotion** – Helped organize trade shows and in-person promotional events.
- **Marketing Materials** – Designed and produced reports, letters, posters, and videos.
- **Admin Support** – Assisted with daily marketing operations and communications.

PROJECT HIGHLIGHT

- **Multi-Channel Global Campaign**
<https://www.cathyganportfolio.com/pcr-test-global-do>
- **Google Keyword Lead Generation**
<https://www.cathyganportfolio.com/lead-generation>
- **AACC Tradeshow Multi-Channel Promotion**
<https://www.cathyganportfolio.com/aacc-tradeshow>
- **Content Creation, Reports & Others**
<https://www.cathyganportfolio.com/portfolio-1>