

# Chaofan Wu

Marketing Coordinator

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## SUMMARY

Results-driven marketing professional with 15+ years of experience in advertising, project coordination, and stakeholder engagement. Combines strong communication skills with a tech-forward mindset, leveraging AI and digital tools to enhance campaign efficiency. Skilled in brand storytelling, presentation design, and visual content creation.

## WORK EXPERIENCE

### AI Trainer

May 2024 - Present

*Invisible Technologies | Remote*

- Contributed to OpenAI's Sora video captioning and multilingual audio assistant training projects, gaining hands-on experience in project workflows, quality assurance, and cross-functional coordination.
- Strengthened knowledge of generative AI tools, laying a foundation for future use in content creation and AI-assisted marketing strategies.

### Marketing Coordinator

Jun 2021 - Jan 2023

*Canadian Ecosystem Institute | Montreal, QC, Canada*

- Expanded organizational presence from Canada to the U.S. through targeted new business outreach and strategic partnership development.
- Cultivated and maintained strong relationships with key stakeholders, including the Saint-Laurent & Mont-Royal Chamber of Commerce and the Chamber of Commerce of Metropolitan Montreal (CCMM).
- Led expansion initiatives in the Asia-Pacific region by organizing a diplomatic meeting with the Vietnamese Ambassador to Canada to explore cross-border collaboration.

### Project Coordinator

Feb 2019 - Jun 2021

*Mengchenghui Chinese Media | Montreal, QC, Canada*

- Acted as the main liaison for CCMM's "J'apprends le français" promotion in the Chinese community.

- Successfully recruited 300+ participants (75% of total enrollment) within a two-week campaign period.
- Managed client presentations, media planning, budgeting, and campaign execution.
- CCMM Project site: <https://www.ccm.ca/fr/services/japprends-le-francais/>

**Group Account Director**

Aug 2011 - Jun 2018

*Ogilvy Advertising | China*

- Directed major integrated marketing campaigns across FMCG, automotive, and tech sectors.
- Led client relationships, presentations, and creative development.
- Managed large-scale projects like KFC's K-pop mobile game campaign (1.6M+ downloads, 1.5B views).
- Project showcase: <https://vimeo.com/147731291>

**CORE SKILLS**

**Project Coordination:**

Time Management | Budget Management | Client Relations | Bilingual Outreach (English / Mandarin)

**Content Creation:**

Presentation Design (PowerPoint/Google Slides) | Copywriting | Email Marketing | Video/Photo Editing

**Technical Tools:**

Google Workspace | Microsoft Office | Canva | MidJourney | ChatGPT | Adobe Creative Suite | WordPress

**Programming:**

Python | JavaScript | HTML | CSS

**EDUCATION**

**North Carolina State University**

Aug 2008 - Jul 2010

**Master of Science** in Communication

GPA: 3.9

**Concordia University (Montreal)**

Dec 2021 - Dec 2022

**Diploma** in Full-Stack Web Development