

Thomas Weir

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Summary

10 years international work experience in Shanghai, Berlin, MexicoCity, CapeTown, HongKong. Online Business Professional. Project & Accounts manager - Marketing, Advertising, Digital, Product, Sales, Tech, eCommerce, Consulting, Media, Brands. Client list: Uber, BMW, Panasonic, ZARA. Global top 30 ranked University. High Verbal IQ. Speak the world's big 3 Languages

Languages: English (native), Spanish (fluent, conversational B1), Chinese (300 words A1), German (working A2)

Tools: Project Management: Monday.com, Jira, MS Project, Collaboration tools: Slack UX, Performance Data: Google Analytics, Google AdWords, Excel (business modeling) Design: Adobe suite, AutoCAD, Maya, Solidworks Marketing Platforms: Facebook Ads, Instagram Business, TikTok for Business, Youtube channel creation Video: Premier, AfterEffects, CapCut, Canva

Core Competencies

- Project Management
- Marketing / Advertising
- Accounts / Client consulting
- eCommerce Webshops
- Web Design / Digital Media
- Software / Tech sales
- Strategy / Financial budgets
- Product owner
- Business Development
- International Trade
- Languages/ Communication
- Online Companies

ASTIacademy.ac.ae | @bomaonbree

Digital Marketing / Online Advertising Manager

Cape Town, S. Africa | Dec 2022 – 2024

Dubai university [programs: Engineering, Business, IT], remote, and CapeTown luxury Restaurant BOMA, on-site

- Building Ads – posting, filming, editing, writing, data-tracking Meta Ads / Videography / Content / Branding / Copywriting
- Boosting Online Sales through Influencer Marketing / Social Media Advertising / video Editing / Filming + Production /

CuartoNegro.com agency

Client Consultant –B2B - Brand Ambassador - Tech sales

Mexico City, Mexico | Mar 2019 – 2021

Experience in Website and App development of Ecommerce, operationalizing Digital Marketing solutions

- Managed projects and accounts, leading a team of 12, including programmers
- Promoted clients: NETFLIX, CocaCola, Budweiser, NISSAN, BoilerRoom.tv, BBVA bank, UNAM university
- Advised customers on IT business processes, optimal web design and coding, website builders: Wordpress HubSpot, webshop platforms Shopify WooCommerce, social media strategy, motion graphics, mailing, online advertising, UX interface
- Won new business, through writing proposals and media decks and emailing these out to potential clients
- Strategized tech sales approaches, in selecting prior agency websites and webshops to send prospective new customers
- Developed SAAS solutions targeting local small businesses – HubSpot, Zoom, MailChimp, Salesforce, Slack, Dropbox
- Automated Monday.com and Jira workflow to reduce time manually updating tasks, improving customer response rate
- Analyzed data metrics and conducted research on click counts, increasing client's webpage traffic and online sales
- Conducted meetings with clients in Spanish and English, introducing new business to company directors
- Transitioned company from cost-based pricing to value based strategy, developing price lists, streamlining quotes & invoicing

CreativeApparels.com

Accounts Director – EU and north america

Berlin, Germany | Feb 2016 – 2018

Experience in Client Relations management and global Client Retention, managed over 20 long term customers

- Managed global brands: ZARA, H&M, Bershka, Pull&Bear, Forever21, COUNTRY ROAD
- Forged alliances with key suppliers and vendors leading to 13% cost reduction for customers
- Scouted new business and international territories and brands to target, through collaborating with directors and analytics
- Improved corporate image through visits to our factories in Asia, re writing company website content
- Worked closely with the CEO and IT to develop online company strategy
- Implemented social media marketing strategy, building company LinkedIn, Instagram and Facebook profiles
- Monitored QA, tested quality and performance, aided production support, delivered daily progress reports
- Directed cross-functional teams of 15+ members, leading steering committees and presentations to directors & stakeholders

XSL Media Co.

Project Manager – marketing & digital

Shanghai, China | Jan 2014 – 2015

Experience in Advertising, Creative, Branding, PR, Shopper Activation, and Media Buying

- Directed campaigns: CalvinKlein, MarcJacobs, BlackEyedPeas, Heineken
- Managed marketing channels: mobile app, SEO, digital, subway billboard, webpage banners, luxury events PR
- Wrote web content and creative briefs, using design software, to create ads for marketing and advertising campaigns
- Developed internal communications and business strategy plans; forecasted budgets for project timelines
- Gained an introduction into how an international advertising agency operates
- Translated copy from Mandarin to English, and acted as a Western cross-cultural bridge to the China market
- Formulated sponsorship proposals for international clients, detailing ROI & brand exposure in our promotional campaigns

Education

Monash University, Australia
(global top30)

Bachelor – Product Engineering / Industrial Design – CAD software, UX, manufacturing
Bachelor – Communications / Liberal Arts – English literature, International studies

Jiaotong University, China
UNAM University, Mexico

Diploma – Digital Design – Computer imaging, 3D software,
Language program – Mandarin / Chinese, 400 hours [China's top 3 ranked Uni]
Language program – Spanish, 200 hours, [Mexico's number 1 ranked Uni]