

Rudy Lai, PMP, PSM I

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Project Manager Summary

- Project management and marketing communications professional with 8+ years of experience delivering internal and external projects
- Orchestrated all English Marketing Communications projects for Cherrypicks, a SaaS technology leader in Asia, including, kick-offs, workflow, schedules, meetings, budgets, compliance, tracking and documentations by communicating with 4+ project teams for 100% on-time delivery within scope and budget
- Initiated the “big sticker” project for Lalamove, a logistics startup unicorn, hiring, training and leading a team of 5 to execute 300+ mobile big sticker advertisements, from vendor sourcing to application, within 2 months with 90% retention, highest across SEA region
- Languages: Native & Bilingual (English & Chinese), Conversational (Japanese)

Work Experience

Copywriter/Assistant Manager, Marketing Communications

Oct 2016 to Oct 2022

Cherrypicks, Hong Kong

- Project managed the restructuring of the corporate content management systems based on the continuous evaluation and analysis of performance. Led a cross-functional team of IT systems administrators, marketing managers, business development managers, designers and web developers in the migration of the corporate website from Drupal to WordPress to eliminate 90% of workload for designers and web developers
- Directed internal and external cross-functional project teams to ensure adherence to guidelines and deadlines to accomplish 10+ Hong Kong ICT Awards and Asia Smart App Awards winning campaigns for client projects to increase brand awareness
- Oversaw all English language marketing communication project requests by communicating with management and 4+ project teams to distribute resources and delegate workload to the creative team and successfully deliver the company e-newsletter, corporate and product websites, In-App content, sales decks, tenders, request for proposals, brochures, recruitment material, and product video subtitles, etc., for 100% on-time delivery within scope and budget
- Collaborated with cross-functional teams and external partners to validate all marketing communication material, creative or design briefs, layouts, and specifications to guarantee accuracy while considering creative timelines and workload
- Facilitated communication between project teams to acquire missing information and materials needed for all Creative team's requests, ensuring efficient support for all teams involved in order to achieve the final deadline

Project Lead/Project Executive

Oct 2015 to Oct 2016

Lalamove, Hong Kong

- Initiated the “big sticker” project for Lalamove, hiring, training and leading a team of 5 to execute 300+ mobile big sticker advertisements, from identifying suitable marketing print vendors to soliciting quotes and sticker application, within 2 months with 90% retention, highest across SEA region
- Transformed the Corporate Team, A/B testing new frameworks, following up on leads, create new partnership opportunities, adjusting pricing, onboard new clients and maintain customer relationships to ensure profit with each corporate order
- Co-managed the Google Project, the first same day mobile phone delivery service in Hong Kong, developed tailored standard operating procedures to train a team of 6+ dedicated customer service staff and 30+ delivery vans and delivery people to reach customer satisfaction levels of 90%+

Technical Writer & Editor

Sep 2012 to Mar 2015

United Mailorder Limited, Hong Kong

- Product owner of 4+ unique healthcare eCommerce websites, creating and managing a catalog of 300+ creative product descriptions, employing copywriting and ad copy techniques to outsell other Technical Writers' websites by 12%
- Standardized product descriptions to include SEO and analytic methods to improve Google Search standings and increase monthly sales by 20%
- Minimize excess inventory by 25% through better communication with the logistics and warehouse teams

**4+ Years of Additional Teaching and Customer Service Experience Available Upon Request.*

Certifications

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|---|-------------|--|----------------------|
| • Google Data Analytics Certification
Coursera | In Progress | • Professional Scrum Master™ I (PSM I)
Scrum.org | Feb 2023 |
| • Localization Project Manager Course
Localization Academy Credential ID 65607757 | Mar 2023 | • Project Management Professional (PMP)
Project Management Institute Credential ID 3301763 | Aug 2022 to Aug 2025 |

Education

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| • Bachelors of Arts
University of British Columbia | May 2006
Vancouver, Canada | • Student Exchange Program
Ritsumeikan Asia Pacific University | Sep 2004 to Aug 2005
Beppu, Japan |
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Interests

Sports (Vancouver Canucks, Manchester United), Cooking (without a recipe), Lifelong Learning and education videos (Simon Sinek)

Skills

Hard Skills: Project Management framework (Agile & Waterfall), Cross-Functional Team Leadership, Localization, Marketing Communications, Copywriting, Technical Writing, Innovative & Creative Problem Solving, Jira, Slack, Spreadsheets, SQL, R, Tableau

Soft Skills: Empathy, Collaboration, Teamwork, Adaptability, Accountability, Integrity, Self-Discipline