

ChunHung (Peter) Hsieh

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EXPERIENCE

BloFin Senior Creative and Branding

Jan 2026 – Present · Taipei

- Own brand and creative direction across social, product marketing and flagship campaigns, working with design, product and data
- Redefined the visual system and brand deck; Instagram interaction rate rose from 0.16% to 0.53% as the feed shifted to product-led posts and Reels
- Set creative direction for War of Whales and World Cup Summer, from concept and trailer to social rollout
- Specced a brand asset bot with the AI team, used by 130+ colleagues across 4,000+ requests, saving ~280 hours
- Set up an AI production pipeline, cutting turnaround from 3–5 days to same day, fed by a daily trend and KOL bot

MEXC Creative Brand Manager

Jan 2025 – Dec 2025 · Taipei

- Oversaw campaigns end to end, from creative direction and asset production to media planning and rollout, keeping design, product, PR and social aligned
- Led the inaugural Zero Fee campaign on a \$250K budget: 200M+ impressions, engagement 72% above forecast
- Managed the 7th anniversary film with external vendors (\$200K, 15.1M views) and shipped the Proof of Trust site with product, data and dev
- Built content strategies from trend and user-behavior data to stay relevant across key channels

MetaCRM Marketing Manager

Feb 2023 – Oct 2024 · Taipei

- Ran marketing across social, content and partnerships; grew social to 100K+ followers and led 10+ Web3 campaigns, lifting brand exposure 45%
- Signed 80+ on-chain partners with a combined TVL of over \$8.5B
- Improved tutorials, guides and pitch decks through cross-functional collaboration, lifting client engagement 35%
- Produced assets for product launches, ad campaigns and cross-chain initiatives; wrote blogs and newsletters on case studies and trends

Alphabit Fintech Digital Lead

Mar 2021 – Feb 2023 · Taipei

- Co-founded The Oasians, a Web3 content studio spotlighting emerging Solana projects
- Led the 0→1 content strategy and secured \$15K+ monthly sponsorships from Solana protocols
- Grew the following to 80K+ through partnerships and consistent execution

Garena Sr. Producer

Feb 2019 – Mar 2021 · Taipei

Led video and livestream production for Speed Drifters and Undawn, keeping the brand consistent across APAC, and ran KOL campaigns to grow social presence.

Next Story Group Producer

Jan 2018 – Jan 2019 · Taipei

Directed 360VR commercials for Shangri-La Resorts and Next Hotels, 20+ videos a year, leading crews and freelancers.

EDUCATION

American University

BA, Film & Media Art · Washington, D.C.

Highline College

AA, Communication · Des Moines, WA

SKILLS

Creative Marketing

Content Strategy

Brand Storytelling

Social Media Management

CERTIFICATES

Digital Marketing Strategy

HBS Online

Google Ads Search · Google Analytics

Google

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