

**Justen Siyuan Waterhouse** is a hands-on marketing specialist well versed in project management, print design, editorial project management, and digital marketing in the E-commerce context.

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## Experience

### Brand Analyst

Starmerx, Corp. (Shenzhen, China) | Tempe, AZ  
March, 2022–

Reports to VP to review and interpret multiple data sources to analyze brand growth opportunities. Managed designers to create and implement branded identities for four separate brands, specializing in seasonal decor and home goods. Provided ad copywriting and translation services for branded materials (Mandarin to English). Work closely with Product Managers to create strategies and campaigns to improve Amazon conversion rate and sales margins. Writes and implements in-house training workshops on Amazon EBC workflow and optimization.

### Brand Specialist

Joyin, Inc. (Shanghai, China) | Tempe, AZ  
August, 2021– March, 2022

Oversaw and managed Amazon EBC content for over 3,000 SKU toys and holiday seasonal products. Design and implement branded identities that craft compelling marketing and sales narratives. Worked closely with Product Managers to identify opportunities based on market research that improved Amazon conversion rate and sales margins. Collaborate with Supply-Chain Operators to adjust our strategies in response to rapid supply-chain changes. Manage a marketing associate team to ensure brand adherence, timely adjustments, and quality control.

### Administrative Assistant, Arts Instructor

City of Tempe, Edna Vihel Arts Center | Tempe, AZ  
September, 2019–August, 2021

Implemented arts education programming, facility operations, and adult education classes. Establish and maintain system for financial reports; facilitate requisition and payment processing. Produce promo videos with Premiere CC, AfterEffects.

### Publication Coordinator

Honolulu Biennial 2019 | Oahu, HI  
August, 2018–July, 2019

Worked closely with Director and Lead Designer to produce all digital and print materials, including a 200-page Biennial catalogue. Handled distribution and print vendor relations.

### Exhibitions Manager; Curator

Vital 5 Productions | Seattle, WA  
November, 2015–July, 2018

Designed and produced a Squarespace website to comprehensively document a three-year project. Facilitated and copyedited all artist exhibition texts for sales catalogue and non-profit website.

### Exhibitions & Publications Coordinator; Designer

Frye Art Museum | Seattle, WA  
July, 2015–October, 2016

Reported to Director to manage all exhibition credits, exhibition proposals, image rights, and reproductions. Designed and produced all exhibition collateral, including exhibition didactics, title walls, publications, photo reproductions, brochures, and advertisements.

## Education

Bachelors of Fine Arts, Painting & Drawing,  
*summa cum laude*, University of Washington, 2014

## Skills

Amazon A+/EBC and project management  
Print and digital design within Adobe CC:  
Ps, Ai, Id  
CMS Website design and content management:  
HTML, CSS, Hugo; Squarespace, WordPress  
Copyediting (Chicago Manual Style)  
Native Mandarin speaker