



EMMA ARTS


Marketing Manager & Digital Designer


I'm a Dutch digital designer and marketing manager who packed up and moved to China two years ago in search of adventure and fresh ideas. I love blending creativity with strategy, and I'm all about learning, growing, and making things happen.


 **Name**
Emma Arts


 **Date of birth**
23-09-1997

 **City**
Shanghai
Moving to Beijing

 emma_arts

 18202110923

 emma_arts@live.nl

 www.linkedin.com/in/emmaarts

EDUCATION


 **B.S.c. Communication and Multimedia Design**
Zuyd University of Applied Sciences, Maastricht
2014 - 2019


 **HAVO High school**
Sintermeertencollege, Heerlen
2009 - 2014


LANGUAGES


Dutch **Native proficiency**
English **Professional working proficiency**
Chinese **Elementary proficiency**


SKILLS


Photoshop



Illustrator



Indesign


Premiere Pro


After Effects


HTML 5


CSS 3


Microsoft Office Suite


EMPLOYMENT

Mar 2024 - present **TEMU - PinDuoDuo 拼多多** Shanghai, China
Marketing Manager

- Led the localization of Temu's marketing strategy for the Dutch market, tailoring campaigns and messaging to local preferences.
- Conducted market research and developed digital ad campaigns, including video scripts and advertising packages, to drive brand awareness and user acquisition.
- Translated marketing materials and app content into Dutch, ensuring cultural relevance and accuracy.
- Collaborated with cross-functional teams to optimize campaigns and improve user engagement and retention in the Netherlands.

Mar 2023 - Feb 2024 **Mad Science** Shanghai, China
STEM Science Instructor

- Conducting STEM science classes at Mad Science training centers and esteemed international schools in Shanghai, familiarize children aged 3 to 12 to Western teaching methodologies to enhance their proficiency in science and English.
- Collaborating closely with Chinese co-teachers to ensure a thorough understanding of scientific concepts among students, while also maintaining consistent communication with parents regarding students' academic progress and overall development.

Mar 2020 - Dec 2022 **iFlavours** Amsterdam, Netherlands
Digital Designer & Front-end Developer

- Using Figma to design preliminary mock-ups, which are further edited in Adobe Photoshop, upon approval by management, to design and style banners for internal company websites and emails. Further, using Adobe Illustrator to curate the aesthetics of logos and icons.
- Using Adobe Dreamweaver to construct HTML table-based emails sent out to a dedicated customer group for advertisement, which generates revenue on a pay-per-click basis.
- Using Adobe InDesign to design and create marketing sales brochures for affiliate companies to promote the company services.

Oct 2020 - Dec 2022 **iFlavours** Amsterdam, Netherlands
Database Operator

- Developed a JavaScript tool with an HTML/CSS interface to automate SQL query generation for filtering customer groups based on survey data for market research and advertising.
- Executed PL/SQL queries in Oracle Database to segment customers by demographics, identifying profitable segments.
- Maintained and optimized company software and internal tools.
- Wrote SQL queries to detect potential fraud and collaborated with management on necessary actions.

PROJECTS

Sep 2018 -
Dec 2019

Graduation Project AR

Haarlem, Netherlands

Stichting Team Daniëlle

- With a pro-active attitude, I worked on improving the delivery and understandability of information related to the consequences of substance usage on the human body, to a younger audience.
- Using ZapWorks Studio, an Augmented Reality based program, to resolve this communication problem and create a few different AR components within the final product.
- Using Adobe Premiere Pro and After Effects to create short informative animations about the effects of drug substances on human bodies.
- Using Adobe Photoshop and Illustrator to design the graphics which will be used as visuals for custom made mobile app.
- Using some basic functions of Blender, a 3D computer graphics software, to create simple 3D models used in the final product.
- Using Adobe Indesign to improve the overall style and professionalism of the thesis.

Feb 2017 -
Apr 2017

VR for elderly

Maastricht, Netherlands

Vivantes Care Group

- Working with team members, we designed and developed a VR environment that aims to motivate the elderly to exercise more regularly.
- Using Unreal Engine 4, we created the virtual world where the elderly can immersively participate in pre-programmed exercises such as running, cycling and boat rowing.
- Paring Oculus Rift VR headset with Unreal Engine 4 to record and incorporate the physical movements into the virtual world through programming.
- Using Blender to create simple 3D models of objects within the VR world such as trees, bicycles, boats, etc.
- Implementing tests with the users on the VR product before final rollout to the elderly in order to detect possible errors throughout the production stage.

Dec 2017 -
Feb 2018

The end of Executions

Maastricht, Netherlands

Centre Céramique

- Working closely with another project member, we designed and developed a prototype mobile storytelling app dedicated to bringing an immersive experience to the audience regarding the end of executions in 1800s, Maastricht.
- Researching articles and books, from both the 1800s and now, to write an accurate story based on facts with deep-going subject matter.
- Using Adobe Photoshop to edit the pictures in order to achieve consistency with the overall design of the app.
- Using Adobe Illustrator to design and to create different components of the app interface, like the buttons/links, text and the graphics.
- Using Adobe Premiere Pro to edit all the story telling video materials, in which the story about the end of executions gets told in seven different installments.
- Using Axure RP 8 to set up a high fidelity prototype of the mobile app, used for showing and testing purposes.