

GILLIAN CHOU

SOCIAL MEDIA | CONTENT OPERATIONS | INFLUENCER
MARKETING

CONTACT INFO

Phone

09171563130

Email

weslynegillianchou@gmail.com

WORK EXPERIENCE



Social Media & Influencer Marketing (August 2023-present) **ANGKAS Angkas Philippines**

- **Social Media Strategy & Distribution**
 - Develops and implements social media strategies across Manila, GMM areas, and VisMin regions that are aligned with overarching marketing goals and objectives.
 - Curates engaging content for various social media platforms, including Instagram, Facebook, and TikTok.
 - Manages paid social media campaigns for TikTok, optimizing budget allocation and monitors ad performance.
 - Collaborated closely with internal stakeholders to ensure social media efforts were integrated with our marketing initiatives and brand messaging.
- **Influencer Marketing**
 - Conduct comprehensive influencer marketing strategies aligned with our marketing objectives.
 - Manage influencer communications, content creation, and campaign logistics end to end.
 - Tracks and analyzes campaign performance metrics, provide insights and recommendations for optimization.



Senior Content Operations (Oct 2022 - July 2023) **Bilibili Philippines**

- **Content Operations**
 - In charge of content monitoring and OGV (licensed content) overall promotions.
 - Monitors content quality and content publishing for managed creators.
 - Conducts creator quality assessment for content improvement and development.
 - In charge of content in-app programming for key placements: ForYou page, discover page, PNs, and in-box messaging.
 - Data performance and key metrics monitoring across all types of content published in the platform.
- **Content and Creator Campaigns [Online and Offline]**
 - Plans and executes content campaigns both in-app and off-app
 - Mounted events for on-ground executions (e.g Cosplay Mania, Cosplay Matsuri, Ozine Fest)
 - Programs incentive and workshop campaigns for managed creators
 - Collaborates with different cross-functional teams to output regional projects and campaigns



Livestream Community Operations Manager (Mar 2022-Sept 2022)

TikTok Philippines (ByteDance)

- **Community Manager for Official Livestreamers**

- Overall management of TikTok LIVE official streamers (macro, micro, nano).
- Launch incentive campaigns exclusive for managed streamers and creators; arrange PK battles for top-earning streamers to help increase gift revenues for the live vertical.
- Conducts livestream education, guides streamers to improve live content quality and account growth.

- **Livestream Campaigns**

- Collaborate with cross-functional teams in planning and executing featured live streams for localized and global campaigns
- Programmed and managed the SEAGamesHero #LabanPilipinas live showcase with PH SEAGames 2022 athletes and champions



Content Operations Specialist (Feb 2021-Feb 2022)

TikTok Philippines (ByteDance)

- **Viral Trends Operation**

- Responsible for the overall viral trends operations for PH.
- Mining and monitoring of emerging trends in-app and off-app for effects, music, and hashtags for non-vertical category content. Launch short-term campaigns to amplify them to contribute to country publish growth.
- Collaborate with cross-functional teams in launching SEA campaigns.
- Built a creator pool for the viral trends category with more than 30+ influencers.
- Conducts content education sessions to managed creators/influencers for improvement, account growth, and guidance.

- **Content Programming**

- Ideation of seasonal localized campaigns and projects.
 - #TikTokEffectsPH long-term project hashtag with 30M views and 11.3k posts
 - #MySuperMom (Mother's Day) with 21M views and 11.2k posts
 - #TayoAyPilipino (Independence Day Campaign) with 35M views and 7.5k posts
 - #TikTokOrTreat (Halloween Campaign) with 70M views and 159k posts
- Category management for non-vertical content (effects, music, hashtags).
- Curate campaign banners, push notifications, and other in-app resources to support partnered initiatives and vertical category activities



Content Operations & Curator (2018-2020)

iflix Philippines

WeTV-iflix (under Tencent from June 2020)

- Responsible for end-to-end content processing coordination; onboarding, ingestion, quality assurance, localization, and publishing.
- Monitor content performance, launch localized in-app or social media campaigns.
- Responsible for curating content banners and titles, program in-app promotions for ad-related campaigns, program content collections.
- Content Coordinator:
 - Between the PH local team and regional operations team
 - Different content providers of the platform (e.g ABS-CBN, GMA, VIVA etc.)
 - Design execution coordination for partners and brands (e.g Globe, Smart etc.)

EDUCATION HISTORY

**Bachelor of Business Administration
major in Business Management (2014-2018)**

La Consolacion College Manila

- Executive Secretary (YESBMAP, School of Business, '16-'17)
- VP for Internal Affairs (YESBMAP, School of Business, '17-'18)
- Editor-in-Chief for Consolatrix (College Newspaper, '17-'18)
- Dean's Lister (2017)
- Leadership Awardee (2018)