

# Charlotte Wang

## MARKETING DIRECTOR

charlottelouisewang@gmail.com | 626-384-1045 | Rancho Cucamonga, CA

[linkedin.com/in/charlotte-wang](https://www.linkedin.com/in/charlotte-wang) | [charlottelouisewang.com](https://www.charlottelouisewang.com)

### PROFESSIONAL SUMMARY

Marketing Director with 10+ years running full-funnel programs for medical aesthetics, beauty, and consumer brands. Currently manage a \$1M annual marketing budget and a team of 5 across two surgical locations, covering paid social, SEO, lifecycle/CRM, and content. Track record of building marketing functions from scratch.

### CORE EXPERTISE

Paid Social | Lifecycle & CRM | SEO & Content | Email & SMS | Influencer & UGC | Brand Development | Analytics | Budget & Team Leadership

### PROFESSIONAL EXPERIENCE

#### Marketing Director

Jul 2024 – Present

##### SOCAL PLASTIC SURGEONS / DR. MATTHEW NYKIEL

- Own marketing strategy and a \$1M annual budget across paid social, SEO, influencer, email, and content, tied to consultation volume and revenue.
- Grew qualified surgical consultations 44% year over year by rebuilding acquisition across paid, SEO, content, PR, radio, and streaming, and aligning the front desk on lead qualification.
- Led the alloClae launch, driving \$1.5M in revenue since launch across paid, email, and the existing patient base.
- Built full-funnel CRM and lifecycle nurture in GoHighLevel from scratch, with intent-based lead scoring and segmented flows, supporting an 80% consult-to-booking rate.
- Sustained 8-10x ROAS on Meta across 12 months while scaling spend.
- Manage and mentor a team of 5, and own brand development including tone of voice, visual identity, and HIPAA-compliant patient content.

#### Marketing Director

Nov 2023 – Jul 2024

##### BELLINA MEDICAL AESTHETICS

- Led DTC marketing across content, email, paid, PR, and trade shows for the service and product line, and ran social media.
- Built brand strategy from the ground up and created and launched the company website.
- Built the annual budget and ran cross-department product launch campaigns with strategic brand partners.
- Set up lifecycle and CRM nurture campaigns, and wrote SEO copy across web, social, blog, e-commerce, and ads.

#### Marketing Manager

Feb 2022 – Nov 2023

##### SKIN PERFECT MEDICAL · RANCHO CUCAMONGA

- Built and ran the digital strategy for the flagship branch across content, paid, SEO, email, social, influencer, and PR.
- Designed and implemented lifecycle and CRM nurture campaigns to convert inquiries into booked treatments.

#### Marketing Consultant

Oct 2020 – Present

##### INDEPENDENT · REMOTE

- Retained by medical, e-commerce, beauty, and professional services businesses to audit their marketing and set the strategy they execute against.
- Analyze performance data to identify where budget and effort are being wasted, then rebuild the plan around what converts.
- Implement end to end across paid social, Google, YouTube, email/SMS, lifecycle/CRM nurture, and copywriting.

#### Social Media & Account Manager

Apr 2019 – Oct 2020

##### 3SIXFIVE LTD / BLUEFROG MEDIA · UK

- Ran organic and paid social for a portfolio of clients across Facebook, Instagram, LinkedIn, and Twitter.
- Owned client relationships end to end, from KPI setting and monthly reporting to content strategy.

### EARLIER EXPERIENCE

Marketing Manager · Seafield Holiday Park / Braddicks Ltd, Devon UK · 2014 – 2019

Social Media Manager · London School of Beauty and Makeup, UK · 2012 – 2014

### EDUCATION & CERTIFICATIONS

University of London BSc, Marketing

Meta Blueprint Certified · P&L Business Trained · Leadership & Difficult Situations