

RENÉE TANG

Chief Delivery Officer | Project Management | Digital Transformation | Client Relationship Management | Business Development

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SUMMARY

Versatile executive with experience in both large corporations and startups across New York and Hong Kong. Proven ability to lead cross-functional teams, drive digital transformation, and manage client relationships. Expertise in business development, strategic partnerships, and revenue growth across diverse industries.

KEY ACHIEVEMENTS

-  **Cost Reduction**
Led AWS cloud migration, reducing server costs by 75%.
-  **Team Expansion**
Scaled teams to meet evolving business needs, growing a core team from 3 to 10 members.
-  **Project Leadership**
Spearheaded CRM and CMS development, streamlining workflows and improving operational efficiency.
-  **Business Development**
Managed strategic partnerships, enhancing corporate image and securing long-term growth.

SKILLS & COMPETENCIES

- Leadership & Team Management: Strategic hiring, mentorship, and fostering high-performing teams.
- Project Management: Agile, Kanban, Scrum & Waterfall methodologies, Asana, ClickUp, JIRA, Microsoft Project, Monday.com, Trello.
- Digital Transformation: AI-driven automation, CRM & CMS development, cloud computing.
- Business Development: Strategic partnerships, lead generation, prospecting, customer onboarding.
- Marketing & Branding: SEO, SEM, A/B testing, content marketing, paid advertising campaigns.

EXPERIENCE

Cyclopes Education Limited (Formerly Joint Venture of STI Markets Limited)

Chief Delivery Officer 📅 March 2023 – Present 📍 Hong Kong

- Spearheaded development of internal CRM and CMS tools, consolidating workflows and ensuring user-centered design through extensive User Acceptance Testing (UAT).
- Led cross-functional teams in digital transformation initiatives, aligning technology with business goals.
- Directed AWS cloud migration, reducing operational costs by 75% and improving system performance.
- Implemented a scalable content management strategy, optimizing digital assets and content distribution.
- Managed strategic partnerships, integrating third-party services into internal platforms to enhance functionality.

STI Markets Limited

Chief Delivery Officer 📅 June 2021 – March 2023 📍 Hong Kong

- Plutux Cryptocurrency Trading Platform
 - Conducted an in-depth platform analysis, evaluating custodians, AML/KYC vendors, and system upgrades to assess relaunch feasibility, estimating costs and development efforts.
- AGGer Cryptocurrency Investment Platform
 - Led development of an exclusive crypto investment platform for ultra-high-net-worth clients, integrating secure transactions, a seamless user experience focused on financial growth.
- NFT Projects (AGGer Dude and Da Dark Horz):
 - Oversaw concept development, blockchain integration, and multi-channel marketing, collaborating with artists, developers, and blockchain experts to ensure successful NFT launches.
- Cyclopes Education
 - Managed a 15+ member team to develop a comprehensive website, implement branding strategies, and integrate scalable digital tools for enhanced engagement.

YAS Digital Limited

Digital Project Director 📅 December 2019 – June 2021 📍 Hong Kong

- Managed a cross-functional team of 10+ professionals across UI/UX, marketing, and development in Hong Kong and Vietnam, ensuring efficient project execution.
- Strengthened relationships with insurers such as FWD, Generali, and Liberty Mutual by developing microinsurance products tailored to market needs and expanding partnerships.
- Led automation of customer inquiries and marketing through AI-driven chatbots, reducing response times and improving engagement.
- Developed and executed SEO/SEM strategies, increasing brand visibility and boosting user acquisition through targeted campaigns.

Plutux Labs (Joint Venture of STI Markets Limited)

Chief Delivery Officer 📅 August 2018 – December 2019 📍 Hong Kong

- Led the development of a cryptocurrency exchange platform, ensuring seamless trading experiences across web and mobile.
- Managed a cross-functional team of 15+ designers and developers, enhancing UI/UX and backend performance to optimize user experience.

EDUCATION

Bachelor of Arts in Psychology and Statistics,
magna cum laude, May 2006

Baruch College, *Weissman School of Arts and Sciences*, New York, NY

AWARDS AND HONORS

- Award of Excellence, Quarter One 2010
- Peabody Award, Turner Broadcasting 2008
- Outstanding Contribution, Turner Ad Network 2008

LANGUAGES

English	Fluent	●●●●●
Cantonese	Fluent	●●●●●
Mandarin	Basic	●●○○○

- Directed execution of marketing campaigns, increasing brand visibility and ensuring accurate transaction records for user coin distribution.
- Coordinated with the CTO to align technical infrastructure and security measures to best match anticipated SFC Hong Kong sandbox initiative requirements, despite lack of official guidelines.

Quantum Data Systems (HK) Limited

Project and Product Manager  April 2017 – August 2018  Hong Kong

- Led implementation of customized data center solutions for clients, including Cathay Pacific Airways, ensuring operational efficiency and streamlined data management.
- Spearheaded UX/UI wireframing and mobile application development for stock-taking processes, improving workflow efficiency.
- Managed technical documentation and cross-team communication, ensuring smooth project execution.

Crozz Limited (Joint Venture of STI Markets Limited)

Business Development Manager  April 2016 – March 2017  Hong Kong

- Managed a service team supporting 50+ merchants, optimizing client engagement and driving business growth.
- Led end-to-end POS integration, conducting on-site testing and training to streamline operations.
- Developed tailored membership programs to enhance customer loyalty and increase retention rates.

Harborx Limited (Joint Venture of STI Markets Limited)

Project Director  October 2014 – March 2016  Hong Kong

- Led design and technology teams in developing mobile trading applications, ensuring seamless functionality and user experience.
- Created functional specifications and managed project scope, aligning development with business objectives and technical requirements.
- Standardized communication processes, facilitating cross-functional collaboration and supporting the company's growth from 5 to 14 team members.

Mocean Mobile

Senior Technical Account Manager  October 2012 – May 2014  New York

Technical Support Engineer  September 2011 – October 2012

- Managed enterprise client accounts, including AT&T, Nokia, and Microsoft, optimizing system integrations and resolving technical issues.
- Led cross-functional technical support and engineering teams, troubleshooting issues, and streamlining workflows to enhance operational efficiency.
- Developed and delivered training programs for clients and internal teams, reducing inquiry resolution time by 50% and improving customer satisfaction.

Warner Bros. Discovery

Traffic Specialist for CNN.com  March 2008 – September 2011  New York

Online Analyst & Ad Sales Ops for Court TV Online  July 2006 – March 2008

- Led digital advertising operations for CNN.com and Court TV Online properties, including CourtTV.com, TheSmokingGun.com, and CrimeLibrary.com, ensuring seamless ad targeting, trafficking, and performance optimization.
- Conducted in-depth data analysis to improve audience engagement and maximize ad revenue opportunities.
- Developed and executed revenue growth strategies by collaborating with advertisers, agencies, and internal teams to optimize ad inventory and marketing effectiveness.