



## Nakakawa Hsieh

CEO

Shape Advertising, Taipei and China

### Professional Experience

- Yu Long Motor: Automotive Designer
- Shape Advertising (Taipei & China) : CEO
- AAAA (Taiwan): Permanent Council Member
- Taipei Advertising Agency Association: Supervising Member

### Clients Serviced

- Automotive Design: Nissan SUNNY303 Facelift and Sentra 601 Model Change (Taiwan), BUICK LACROSS(China)
- Automotive Marketing: Responsible for automotive market launch for over 30 cars (Marketing Planning, business planning, CI, Sales Training, Advertising, Sales Promotions, Retail Visual Identity Design, PR, & Events)
- Automotive: Yu Long Motor, Nissan, LUXGEN, Infinity, Renault, Cadillac, Lotus, Dong Fong Motor, General Motors, Dong Fong Yu Long LUXGEN, SAVE Pre-Owned Cars
- Non-Automotive: 104 Job Bank, Taiwan Realty, Yamaha Motorcycles, KMT Party, Ma Ying-Jeou Presidential Campaign Headquarters, Wei Chuan Foods, Franklin Investment, ARCOA Communication, Aurora Communications, Samsung, Taiwan Chlorella, New Balance, Taipei City Government Department of Information, CitiTV, Septwolves Clothing (China)
- Others: Times Award Judge