

GLOBAL GREENTAG INTERNATIONAL MARKETING TEAM



Zoe Chiang Marketing Assistant

Zoe is a Marketing Assistant and a Master of Business (Organizational Sustainability) candidate at the University of Queensland. She has a background in sustainable fashion and Marketing, with hands-on experience supporting marketing, content, and digital initiatives across fashion, retail, and community organisations.

Zoe has worked on campaign support, content creation, e-commerce management, and newsletter preparation, as well as sales and inventory reporting to support marketing and operational decisions. She enjoys working across teams to ensure marketing outputs are well-organised, on-brand, and aligned with sustainability values.

In her role at Global GreenTag, Zoe supports social media and marketing campaigns, manages marketing databases, managing the distribution of digital marketing campaigns and newsletters operating with the Account Engagement system on the cloud-based customer relationship management platform of Salesforce. Zoe is also involved in the design and delivery of new



marketing materials for GreenTag business units, the development and management of content of GreenTag websites, and assists with coordinating industry expos and events.

GLOBAL GREENTAG INTERNATIONAL

Global GreenTag™ International Pty Ltd assesses products for all aspects of impacts on human health, ethical labour supply and the environment. The company was established in 2010 as a third party verified Conformance Conformity Assessment Body that conducts the award winning Global GreenTagCert™ certification program, and a third party, multi-criteria, consensus based and externally verified Type 1 Ecolabelling Program that complies and operates under strict International Standards. Global GreenTag is legally approved as a Certification Mark operator by the ACCC in Australia and by equivalent government agencies in NZ, USA, Canada, and South Africa.

Global GreenTag websites and all marketing collateral for every product certified by Global GreenTag is verified as 'fit for purpose' and compliant with ISO 14021. What's more, Global GreenTag's governance and its own external verification and certification against standards such as ISO 14024 (Ecolabelling), ISO 17065 (Conformance Assessment) and ISO 9001 (Quality Management) among others, is unparalleled.

Voted one of the Top 100 Most Trusted Brands in Australia for 3 years running, Global GreenTag currently has more than 30,000 products in certification by over 300 manufacturers with factories in more than 20 countries. Global GreenTag™ certified products are determined as healthy for use using the best science available, with the results being peer reviewed by highly qualified, external consultant Toxicologists.



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