



Wenjing Zhang 张雯璟

For more details, check: [in](https://www.linkedin.com/in/wenjing-zhang-93886780) <https://www.linkedin.com/in/wenjing-zhang-93886780>

• Wenjing.Zhang@cemsmail.org • (+86) 136-060-74109

Education

CEMS Master in International Management (CEMS MIM)

CEMS - Global Alliance in Management Education • September 2013 to December 2014

Award Erasmus Scholarship

Home School: UCD Michael Smurfit Graduate Business School (Ireland)

Term Abroad: Norwegian School of Economics NHH (Norway)

Master of Science – International Management

UCD Michael Smurfit Graduate Business School • September 2013 to December 2014

Award scholarship

Bachelor Degree – English Culture and Literature

Wuhan University • September 2009 to June 2013

Award Outstanding Student Leader

Double Bachelor Degree in International Business Law

Wuhan University • September 2010 to June 2013

Award Outstanding Graduate

Skills

Language Skills

- ◆ Mandarin
- ◆ Taiwanese
- ◆ English
- ◆ Japanese
- ◆ German (Reached A1 ongoing A2)

IT Skills

- ◆ MS Office
- ◆ Web analysis tool i.e. Google Analytics.
- ◆ CMS i.e. WordPress
- ◆ Marketing software i.e. Pardot, Eventbrite
- ◆ CRM i.e. Salesforce
- ◆ WeChat layout & analysis tool.
- ◆ Amazon apps i.e. Jungle Scout Web App & Chrome extension

Experience

China Marketing Manager

ShenZhen, Jungle Scout • September 2018 till now



Develop Coherent Social Media Strategies

- ◆ Increase brand awareness by initiating creative ideas through different channels i.e. WeChat, Weibo, Youku, Qlchat, news coverage, forums, email marketing, affiliate channels, printed ad with QR codes, etc. attract and build deep connections with fans and followers which amount has quadrupled.
- ◆ Set up social media accounts/channels from the ground and develop initiatives strategically to drive engagement and leads; ensure the social media accounts are served with their maximum potential as sales and marketing channels.
- ◆ Plan digital marketing campaigns and budgets to achieve quarterly sales target, by developing, implementing, tracking and optimizing digital campaigns across all channels.

Digital Content Creation

- ◆ Create/translate/proof-reading compelling, educational, and localized content, which format includes WeChat/Weibo posts, webpages, eBooks, whitepapers, webinar and etc. Provide digital content in achieving campaign targets for engagement and qualified leads, includes campaign pages, forms, polls or surveys, info-graphics/animations, webcasts and etc. Ensure the social media provide a user experience that reflects JS's brand, core products and customer value propositions, and eventually help drive sales.
- ◆ Track best practices in digital communication, keep up-to-date with the industry trends and competitors' performance, propose recommendations and adjustments accordingly.

Social Engagement & Community Management

- ◆ Daily management of social accounts and online community groups (500 people) by answering questions, collecting feedback and testing campaign ideas, which focus on customer retention and reduce churn rate.

Data Monitoring and Analysis

- ♦ Monitor online campaign performances, site activities, and user behaviors. Analyze key metrics of different contents from social media channels via Google Analytics to identify opportunities, continuously improve performance includes views, clicks, durations, shares, downloads, signups and fine-tune campaigns.
- ♦ Apply data collection, data cleaning process to measure and prepare comprehensive performance reports for all digital marketing campaigns, and assess against goals (ROI and KPIs) on a weekly basis.

Offline Channels Promotion and Events

- ♦ Organize JS offline events to interact with customers/fans, including event planning, budget, promotion, swag/poster/roll-up/flyer design, logistics and delivery to grow the customer sign-up pipeline to maximize customer acquisition at events.
- ♦ Liaise, facilitate and on-site support of offline events with affiliates in branding, design, logistics and presentation. Empower affiliates with content creations, best practices and former case studies to maximize their conversation rate, and increase sales for JS.
- ♦ Collect leads and follow-up after offline events, generate reports regarding event performance, customer feedback, and propose ideas for new events as well as improvements in the quality of events.

Start as Country Coordinator in Sales and Reach the Position of Marketing Manager

Shanghai, Universum Global • September 2015 to September 2018



Marketing Function

- ♦ Event planning, mass email campaign, execution, task management, vendor relations, administrative upkeep and event updates, communications liaison and scheduling; budget management and coordinate orders and logistics. **Flag events: EB Academy, annual Award Event, Breakfast Seminar.**
- ♦ Weekly/biweekly collect latest industrial concepts, draft, design, typeset and publish employer branding relevant, Universum brand-resonating content that reverberates with target audiences through WeChat, together to drive brand loyalty, and sales conversion.
- ♦ Working closely with Data Collection team and focus on building university relationship. Boost the annual national survey (covered more than 110 top universities) outperform the target at its 150%.

Sales Function

- ♦ Provide day-to-day support, i.e. assembling quotations, proposals, videos, slide shows, demonstration; compiling account and competitor analyses and propound strategic consulting solutions.
- ♦ Sourcing promising clients contact information while enlarge the contact pool for existing relations; follow up on leads and prospects; communicate, maintain and develop client relationships.
- ♦ Acquire data, i.e. track and research information by collecting, analyzing, summarizing data and trends; interpret data, analyze results using statistical techniques and provide ongoing reports.

Market analyst & Project Assistant

Berlin, AMOVIOM GmbH • July 2014 to September 2014



- ♦ Market research, competitive analysis and assistance in launching projects.

Student Consultant (CEMS Business Project Grade: A)

Bergen, Hallvard Lerøy AS • February 2014 to April 2014



- ♦ Work closely with the client to develop a comprehensive plan to increase alignment across the teams.

Sales / Marketing Representative

Hong Kong, Intrinsic - Work and Travel • September 2011 to June 2013



- ♦ Gave presentations and consultations to university students about agency's products.

Sales Assistant and Customer Service in Retail/Gift Shops Department

New York, Enchanted Forest/ Water Safari • 2011 & 2012 Summer



- ♦ Awarded "Team Member of the Week" 2011; Rewarded for excellence in work 2012



Wenjing Zhang 张雯璟

更多关于信息请点击: <https://www.linkedin.com/in/wenjing-zhang-93886780>

• Wenjing.Zhang@cemsmail.org • (+86) 136-060-74109

教育背景

硕士学位 国际管理(CEMS MIM)

CEMS-全球管理学联盟协会 • 2013 至 2014

荣获优秀交换生奖学金

研究生学期 爱尔兰都柏林大学斯莫菲特商学院研究生院

交换学期 挪威经济与工商管理学院

硕士学位 国际商务

爱尔兰都柏林大学斯莫菲特商学院研究生院 • 2013 至 2014

荣获杰出学生奖学金

本科学士学位 英语文学学士学位

武汉大学 • 2009 至 2013

荣获优秀学生干部

本科学士学位 双专业 国际商业法律学士学位

武汉大学 • 2010 至 2013

荣获杰出毕业生

专业能力

语言能力

- 中文
- 闽南语
- 英文 (专业八级)
- 日语 (专业一级)
- 德语 (A1 提升 A2 中)

IT 技能

- Office Word, Power Point, Excel
- 分析工具 Google Analytics
- 网页搭建 WordPress
- 微信排版设计、分析相关软件
- 客户关系管理软件 Salesforce
- 市场营销管理软件 Pardot, Eventbrite
- 亚马逊选品运营工具 Jungle Scout 插件, JS Web App

工作实习经历

中国区市场经理

深圳 柴歌 (科技) 深圳有限公司 • 2018 年 9 月到 2019 年 3 月

制定社交媒体战略

- 多渠道多创意模式增加品牌知名度、为官网倒流, 包括但不限于: 微信服务号/订阅号、微博、优酷、千聊、媒体覆盖报道、相关论坛、二维码传单等。战略成功吸引并触达广泛用户, 在职期间粉丝量增长了三倍以上。
- 为更好地向潜在客户传达品牌信息: 搭建、完善微信服务号/订阅号, 并完成有效销售转换; 确保多社交媒体渠道统一为公司销售/市场营销推广发声。
- 依据季度销售目标安排预算, 筹备、执行数字营销方案, 并追踪不同渠道营销方案表现, 及时依据表现作出调整提升。



社交媒体内容运营

- 撰写/翻译/校对话题性和本土化干货、资讯、题材用于吸引用户和粉丝关注, 并通过微信、微博、官网、电子书、白皮书、线上直播等多种方式传播; 结合数字营销方案撰稿增加用户参与互动频次、并获取更多潜在用户, 撰稿内容包括但不限于: 营销方案展示页面、市场调研问卷、图表数据、预热线上直播等。撰稿原则旨在确保社交媒体内容与 JS 品牌、核心产品、客户价值主张一致性, 并推动销售转化。
- 时刻关注社交媒体优秀案例, 业内最新趋势, 及竞争对手动态, 并依此提供社交媒体内容运营建议及修改意见。

社群管理运营

- 实时监控各大社交媒体账号, 管理微信群和 QQ 群 (500 人), 积极响应客户问题, 收集反馈并试水不同营销方案, 旨在提高销售转化率、客户留存率、并降低退款退货率。

数据实时监测分析

- 通过 Google Analytics 分析不同社交媒体内容在不同渠道的表现，以此甄别新的客户机会、测试不同方案、并持续提高阅读率、点击率、页面停留时间、分享次数、下载量、注册率等核心数据，并依此调整营销方案。
- 实时监测线上营销方案表现、网站访问量和用户行为，不断优化不同平台例如微信、微博、论坛、线上社群、邮件营销、渠道推广商等，并有效增加用户互动率和提升实际购买量。
- 每周对收集数据进行整理分析并针对营销方案提供完整线上表现报告，及时评估 ROI 和 KPI。

线下活动宣传策划

- 组织浆歌科技线下活动与用户/粉丝面对面接触，线下活动准备包括但不限于：场地搜索、海报/易拉宝/会展赠品设计准备、预算安排、线上推广、物料物流安排以及活动当天协调配合、展演，并通过线下活动最大化粉丝转化率及客户现场注册率。
- 与渠道供应商一起筹备线下活动，提供品牌相关资料、设计协助、会展物料物流配合和现场展演。为渠道供应商提供宣传稿/软文，业内资讯和案例学习等相关资料，最大化提高客户转化率，并最终提高公司在中国区整体销量。
- 通过线下活动搜集潜在客户信息并跟进、促使转化购买，针对活动表现、客户现场沟通反馈撰写提交报告，并不断完善线下活动执行，以及增加不同类型线下活动、最大面积接触潜在消费者。

中国区市场营销经理 & 雇主品牌研究分析师

中国上海 优兴商务信息咨询（上海）有限公司 •2015 年 9 月至 2018 年 9 月



市场营销职能

- 市场活动策划执行：邮件群发营销，项目流程管理，供应商关系管理，日常行政事务维护，活动进程更新，各部门之间沟通协调、时序安排，预算控管，配合项目订购所需物料和后勤管理等。**旗舰项目：雇主品牌学院，优兴咨询年度最佳雇主颁奖典礼，雇主品牌早餐会。**
- 管理微信公众号：每周/半月收集行业最新趋势，并结合优兴咨询独家数据库和分析理解，由此撰写、设计、排版并发布雇主品牌相关微信贴，以此增加和目标以及潜在客户的互动；打造品牌知名度，为销售团队助力。
- 与数据收集团队合作，并致力于完善校园关系。大幅增加全国范围（涵盖 110 所 985、211 大学）年度调研问卷有效回答，从最初的 30,000+ 份增至 79,000+份，超额完成 150%指标。该项目包含前期问卷设计和执行，确认并细化问卷问题，完善调研推广渠道，持续监管和评估调研进程和调研执行效果。

雇主品牌研究分析职能：

- 对销售团队提供全方位支持，汇集整理实时报价、客户提案、相关视频 PPT 等材料；收集大客户和主要竞争对手资料并归档；在雇主品牌领域提出战略咨询见解。
- 与亚太区其他团队保持紧密的联系，及时更新了解追踪新的客户合作意向；及时搜寻潜在客户的联系方式，并扩充已有客户的联络网；与现有客户维持良好健康持续发展的关系。
- 依托优兴咨询独家数据库进行数据整理分析，通过收集、分析、归纳整理数据追踪调研资讯和市场趋势；解读数据，运用统计学技巧分析结果，制作更新报告。

市场调研 & 专案助理

德国柏林 AMOVIOM GmbH •2015 年 7 月到 9 月

- 台湾高端婚庆市场调研定位，市场推广，突出高端定制化的企业理念。



国际学生专业咨询顾问团队（企业/学校评价：A）

挪威卑尔根 Hallvard Lerøy AS •2015 年 2 月到 4 月

- 提出“销售/市场营销一体化战略”，获邀至公司对企业管理高层进行宣讲。



计划宣传大使

香港 炼金石国际文化交流机构 •2011 年 9 月到 2013 年 6 月

- 负责华东地区宣传工作，与各大院校取得合作并以展演形式推广。



销售部门客户代表

美国纽约 Upstate New York Water Park, Enchanted Forest/ Water Safari •2011 & 2012 夏

2011&2012 均荣获最佳表现员工

- 提供客户服务，及时根据客户需求调整产品；负责新员工的培训，配合其他部门进行互动。

