



Wei Zhuang

Communication & Digital
Marketing Specialist

☎ (+33) 769337096

✉ wei.zhuang@edu.escp.eu

🌐 <https://www.linkedin.com/in/wei-zhuang-cathy>

LANGUAGES

- Mandarin (Native)
- Cantonese (Native)
- English (Proficient)
- French (Beginner)
- Italian (Beginner)

SOFT SKILLS

- Cross-Cultural Communication
- Creative Problem Solving
- Strategic Storytelling
- Stakeholder Negotiation
- Agile Adaptability
- Crisis Management
- Budget Management
- Time Management

SOFTWARE & TOOLS

- Microsoft Office (Excel, PowerPoint & Word),
- Canva
- Google Analytics
- Meta Business Suite
- Tableau
- Adobe Creative Suite
- Cvent
- Asana

CERTIFICATIONS

- Bocconi Management of Fashion and Luxury
- Meta Social Media Marketing Professional Certificate
- INSIDE LVMH
- ACCA (F1-F9)

PROFILE

With 6+ years of experience, I amplify international brands in China by crafting campaigns. My expertise spans in **managing multi-million-dollar brand partnerships** with key players in the luxury, automotive, and consumer goods industries, **designing data-driven social media strategies**, **executing high-impact influencer collaborations**, and **orchestrating large-scale events**.

Now, I'm driven to connect European luxury houses with China's dynamic market, leveraging my dual strengths: analytical rigor and a human-centric approach to cross-cultural storytelling.

EDUCATION

ESCP Business School

Sep 2024 - Jun 2025

MBA in International Management | specialization in luxury management

Public and Corporate Relations Manager for Women and Leadership Society

Led luxury brand communication initiatives and event coordination projects with industry leaders.

University of International Business and Economic

Sep 2014 - Jun 2018

Bachelor in International Management

Manager of International Student Liaison and Cooperation Department, Student Union

WORK EXPERIENCE

ACCOR GROUP

Oct 2024 - Dec 2024

Multinational Hospitality Company

MBA Consultant

- **Strategic Sustainability Integration:** Devised 12-point sustainability strategy through competitive market analysis, positioning sustainability as a core business dimension.
- **Data-Driven Investment Decision-Making:** Modeled investment vs. return scenarios using historical data regression and industry benchmarks, predicting positive ROI over 5 years.

SOHU NEW MEDIA

Oct 2019 - Jun 2024

China's largest online media and entertainment companies

Social Media & Digital Marketing Manager

- **Luxury Brand Partnerships & Campaign Strategy:** Built 50+ content partnerships with luxury/lifestyle brands (e.g., Longines, Audi), tailoring storytelling to platform-specific audiences. Designed integrated campaigns spanning press conferences, product launches, and media interviews, driving 360° brand visibility.
- **High-Impact Event Management:** Led Sohu Fashion Gala (€1m+ budget), negotiating vendor contracts and celebrity collaborations, achieving 960M Weibo impressions and trending status.
- **Digital Content Production & Innovation:** Produced award-winning digital films (e.g., AI short film $e^{\Lambda}(\text{irt}) + 1 = 0$ - Silver Award, 2024 AI Film Festival), collaborating with studios and artists to align content with sponsors' brand DNA.
- **Influencers collaboration:** Managed and produced daily video projects, managed budgets, leveraged influencer outreach and partnerships. **Coca-Cola** launched advertisements, organized two large-scale brand activation events, each invited over 100 influencers.
- **Data-Driven Execution & ROI Optimization:** Leveraged analytics tools (Google Analytics, Tableau) to refine content distribution, achieving 30% ROI uplift for client campaigns.

YICHUAN CULTURE

Dec 2018 - Sep 2019

Leader of China's Luxury and Lifestyle Media Agency

Digital Media & Advertising Specialist

- **Cross-Cultural Content Creation & Audience Engagement:** Produced 80+ viral articles/videos for a WeChat official account (1M+ followers), tailoring tone and narratives to resonate with luxury consumers, increased follower engagement rate by 35%.
- **Luxury Brand Partnership & Localized Data-Backed Advertising:** Secured 17 partnerships with brands (e.g., Dior, Cartier), designing China-first strategies including: Lunar New Year campaigns blending heritage motifs with digital interactivity (e.g., AR red envelopes).

HEJUN CONSULTING

Mar 2018 - Sep 2018

China's Largest Local Business Consulting Company

Assistant of Marketing and Strategy Consultant

- **Market Entry & Competitive Strategy:** Designed localized market-entry strategies for 2 Chinese fashion brands, incorporating competitor benchmarking, channel prioritization, and pricing models.
- **Brand Positioning & Customer Experience:** Redefined brand value propositions (e.g., "affordable luxury" positioning) via SWOT analysis, mapped customer journeys to identify pain points, streamlining service workflows.