



# 比喻張

## Biyu Zhang

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### MARKETING EXECUTIVE:

### Global Brand Strategist: Reaching International Audiences Across all Platforms

#### Notable Proficiencies:

- Local Messaging Strategies
- Global Market Domination
- International Launches
- Sales Optimisation
- Cross-Cultural Leadership
- Market Analysis & Entry

Grew Global Sales by €43M/Year | Expanded Business into 46 Countries | Earned Oxford MBA  
Launched Industry-First Mobile App | Led Multinational Team of 70+ Employees | Fluent in 4 Languages

Expert in designing trendsetting marketing campaigns that call multinational consumers to action. Known for generating engaging content and revolutionary concepts that resonate with global audiences. Consistent history of driving multimillion-euro growth and ensuring smooth entry into new markets. Adept at building cohesive, top-performing teams across internationally dispersed locations.

**Holistic Marketing:** Branding Campaigns, Creative Advertising, Digital/Web Content, Social Media, Print/Television Promotions, Mobile Platforms, International Conferences/Events, Global Activations

### EMPLOYMENT HISTORY



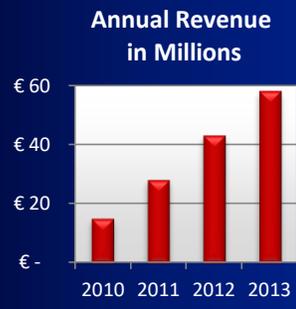
#### ABC TRADING COMPANY – London, England March 2013 to Present

*Doing business since 1804, this iconic importer of fine home furnishings and décor has 18,000+ employees worldwide and generates €1.8 billion in annual revenue.*

#### Vice President of Marketing, Europe

Enable prosperous business expansions into new geographical regions, such as Austria, Belgium, Czech Republic, Estonia, and Slovenia, by devising high-impact marketing campaigns. Research diverse cultural norms to effectively localise the brand's message. Lead and motivate cross-cultural marketing staff of 46 to peak performance levels; recruit new team members in each target region. Perform competitive analysis, monitor critical brand metrics, and design new country dashboards.

- Grew European sales from €37.5 million to €75.2 million while repositioning the brand. Leveraged consumer insights and employed data-centric strategies to ensure success.
- Garnered 1.4 million social media followers in 6 months for the 5 new markets. Produced engaging content on Facebook, Twitter, and Instagram to build a dedicated consumer base.



#### XYZ IMPORTS – Beijing, China June 2010 to March 2013

*Global merchant of value-priced home décor and kitchenware, and one of China's first wholesalers. Company exports 3,000+ products to drive €60+ million in annual sales.*

#### Associate Vice President, Global Product Marketing

Spearheaded marketing efforts of 14 regional teams throughout Asia, Europe, Australia, Africa, the Middle East, and the Americas. Maintained consistent brand identity while overseeing creative development; inspired multinational team of 70+ marketing experts. Maximised revenue and brand awareness by crafting powerful advertising, PR, social media, and trade campaigns.

- Drove business growth from 32 countries to 78, and differentiated XYZ brand by creating a game-changing campaign that promoted the trade support programme.
- Spurred €43 million increase in annual sales and dominated Asian marketplace after redefining target consumer segments and market requirements.



Won XYZ's Top Honor, the Annual Apex Award, for Driving Expansion into 46 New Markets



Garnered Global Media Acclaim by Introducing Industry First



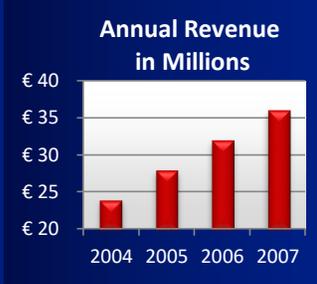
**GLOBAL GOODS – Frankfurt, Germany** November 2007 to June 2010

Canada-based company that grew to become Germany's largest import/export wholesale distributor of home furnishings; company generates €48+ million annually.

**Senior Marketing Director, Western Europe**

Recruited to launch German territory from the ground up, then immediately promoted to reproduce results across the continent and dominate new markets in Western Europe. Surpassed corporate sales objectives by crafting unique advertising messages and market entry tactics for every country. Supervised cross-functional team of 12.

- **Increased territory sales from €1.4 million to €48 million in just 3 years.** Expanded Western Europe's contribution to Global Good's total revenues from 1% to 35%.
- **Attracted international press coverage from nearly all major media outlets** after developing a first-of-its-kind mobile app that enabled customers to easily browse/shop the product catalog on mobile phones. Innovation was modeled after by competitors and translated into 6 languages.



Received Ace Award from CEO for Designing Consumer Insights Plan



**ACME KITCHENWARE – Lisbon, Portugal** May 2004 to October 2007

Upscale cookware and kitchen appliance wholesaler with 12 outlets located across 5 continents that drive €36+ million annual sales.

**Marketing Director, Southern Europe**

Delivered powerful marketing, advertising, pricing, and product innovation strategies throughout Spain, Portugal, Italy, and Greece. Cultivated diverse, inclusive work environment through mentoring and transparent communications. Directed 7 marketing leaders and allocated €6+ million budget.

- **Grew market share by 22%-28% in all 4 regions,** elevating annual sales from €24+ million to €36+ million by acting on research that indicated increasing demand for single-serving cookware.
- **Produced innovative marketing strategies by leveraging consumer insights.** Centered tactics around proven consumption moments after creating Consumer Insights Plan to better understand European consumers, cultures, markets, and shopper trends/behaviours.



**LANGUAGES FLUENCIES:**

- English
- Mandarin
- German
- Portuguese



**CONSUMER GOODS CO – Bamako, Mali** January 2001 to May 2004

Multinational consumer packaged goods (CPG) company with 7,500 employees operating 20 distribution centres and 130 wholesale stores across 6 continents.

**Marketing Manager, West Africa**

Steered 20-member marketing team to develop key product and packaging enhancements in order to better serve unique consumer demands inherent in the West African marketplace. Exceeded objectives by turning this underperforming region into a proactive, insights-based operation.

- **Achieved 23% market share increase,** bringing region's annual sales from €20+ million to €29+ million, by capturing opportunities in one of the world's fastest-growing consumer markets.
- **Ensured long-term competitive advantage** by designing/executing focused, insightful, and innovative marketing strategies that leveraged brand synergies across diverse product lines.

**EDUCATION**

SAID BUSINESS SCHOOL, OXFORD UNIVERSITY, Oxford, England  
**Master of Business Administration (MBA), Focus on International Marketing, December 2000**  
**Bachelor of Arts (BA) in International Business, May 1997**

## **Résumé Strategy**

This client was perhaps the most international woman I've ever met, and I wanted her résumé to reflect that. A marketing executive for various multinational houseware trading companies, her career had progressed across many different countries. She was an absolute expert on customizing marketing messages to resonate with targeted audiences across diverse global regions.

She also had residences in both London and Beijing, and was seeking opportunities in both countries. Since the United States was not top on her list for future employment, we agreed that European spelling would be preferred, and that all monetary figures would be expressed in euros.

I thought it would be fun to play up the international aspect of her career with the different flags of the countries where she worked. I incorporated a multi-flag globe logo to tie the visual elements together. I also added the Chinese spelling of her name to further hint at her multilingual communication skills.

One of the most consistent features of her history was the steady growth of each business by millions of euros. I decided basic bar graph charts next to each job would make that repeated point very clearly.

I also wanted to spotlight her top awards, achievements, and languages, and I did so with red boxes that would not get lost among all the competing visual elements in the document.