



Zhangmin Zhou

Digital Marketing Manager

Paris, France

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Languages

French (Fluent)

English (Fluent)

Chinese (Native)

About

More than 5yrs Marketing experience in luxury. good at Marketing activity, specialize in Digital Marketing, integrated Marketing as well as project management.

BRANDS WORKED WITH

APS

Gucci

Indochine

Experience

● Project Marketing Manager

APS | Nov 2022 - Now

Marketing strategy:Orchestrated launches and promote the growth of the pillars through its product, market and consumer expertise to contribute to the growth of the brand and the development of consumer relations. Collected and analyzed consumer, market and competitor insights on its products to make recommendations to management. Proposed and implement marketing mix strategies (IMC / 360 / Digital / Retail) to create integrated consumer experiences, engaging and consistent with the brand DNA Mobilized and collaborate with other services (retail, logistics, event, etc.) and agencies to ensure the success of marketing strategies. Operational marketing:Made marketing mix recommendations for the product launch or the renovation of pillar products, in collaboration with the departments involved (communication, digital, retail, etc.) Contributed to the development of creative media in line with the brand's integrated communication platform (image, digital, point of sale) Digital marketing:coordinated with Media teams to deliver paid media content based on best practices and best performing ad units. Work with regional leaders on local media plan executions to ensure adherence to I brand equity and standards.



● Marketing Executive

Gucci | Jun 2021 - Nov 2022

Go to market: Orchestrated 360 campaign coordination from global strategy to cluster and local adaptation. Campaign activations: coordinated local activations for each market: project management, asset availability and ensure 360 delivery and post campaign performances. Market analysis: Benchmark retail industries new trends and best in class consumer experience. Support marketing team in coordination of amplification projects. Analyzed and reported on KPIs to validate and demonstrate success of marketing campaigns. Brand marketing: adapted campaign asset for local relevancy and ensure the delivery of 360 marketing toolbox assets for all touchpoints : Retail - CRM - Ecom - Media in collaboration with graphic design team. Mornitored campaign calender and tied in marketing events and activities.



● Proudct Specialist

Indochine | May 2018 - Aug 2019

Assisted SM to identify growth opportunities for the carve female fashion category by market analysis, competition landscape mapping and in-depth consumer understanding. Formulated effective product strategy based on product characteristics including product proposition, portfolio management, product message and communication roadmap. Mornitored and evaluated the implementation effectiveness, and constantly propose improvement plans to improve sales. Respond for the development and maintenance of Australian clients, and establishing harmonious and thorough cooperation relationships.

Education & Training

2019 - 2020

● IESEG

master, fashion management

