

Wang Weihan

Market Consultant/project manager

Paris, France

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Languages

English

About

BRANDS WORKED WITH

- Beijing Signalway Technologies
- IntelliMind
- Janchor Partners
- L'Oréal
- Louis Vuitton
- Oasis Games Limited

Experience



● Project Manager

IntelliMind | Jan 2020 - Now

Coordinate the project of credit platform (Credit Voyager) to manage the risk and debt collection of multinational companies.

- Lead a group (>10 people) to implement the intelligent IT solutions and APP (>150 users, >500 000 client accounts, data exchanges with 7 different systems) for clients. (LVMH, Rexel)



● Luxury Retail Industry Research Consultant Industrialist Investment Management Company

Janchor Partners | Aug 2019 - Now

Continuously monitor the retail performance changes of more than 20 luxury brands, and communicate the monthly analysis report with the company's shareholders

- Consultant Projects
- Daigou's performance and industry changes during the covid epidemic (9 Months)
- Global vintage e-commerce website industry analysis (4 Months)



● Merchandising Associate EMEA, Men's leather goods &

Louis Vuitton | May 2019 - Jul 2019

Drove the sales by analyzing and monitoring the sales to identify opportunities and ST optimization

- Managed the collection and assortment, ensured a comprehensive and commercial product offer in each market by piloting offers by clusters each quarter
- Prepared and participated to showrooms and buying sessions



● Associate Marketing Manager, L'Oréal Luxe

L'Oréal | Aug 2018 - Jan 2019

Coordinated marketing strategy in APAC region

- Collated and consolidated data from 7 countries to create single APAC regional brand sell-out report
- Established pricing point of 100+ products of Biotherm (brand of L'Oreal Lux) for APAC region
- Conducted and presented analysis of Biotherm brand to head office international marketing team, focusing on:
- Social media strategy on digital platform
- Preliminary market sizing and communication strategy for new serum/lotion product in APAC region

● Corporate Strategy Manager, CEO Office International game

Oasis Games Limited | Jan 2015 - Jan 2017

Created and implemented strategy proposals for Mumbai for free Wi-Fi-free digital platform project; implemented in Mumbai buses and malls

- Led the international promotion of software (- Memo Simulator) in at Brazil and USA, by managing three cross- functional teams of 12

● **Regional Sales Director**

Beijing Signalway Technologies | Jan 2013 - Jan 2015

Led all marketing for works of the overseas department overseeing operations in Middle East, Southeast Asia, and Eastern Europe

- Supervised and developed Managed the internal team of four, exceeding annual revenue target of \$2M