



Ziyi Gong

Senior Project Manager

London, UK

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Languages

English (Fluent)

Chinese (Native)

Cantonese (Basic)

About

Experienced retail professional with a strong background in sales, customer service, and event management. Successfully collaborated with diverse teams to execute high-profile events. Highly adaptable with excellent budgeting and vendor coordination skills. Fluent in English and Mandarin.

BRANDS WORKED WITH

- MCCGLC
- APAX Group
- AUDITOIRE ASIA
- LESMOR Creative Association
- Lanificio F.lli Cerruti dal 1881
- Bestseller Fashion Group China

Experience



● Project Manager

MCCGLC | Nov 2023 - Jun 2024

- Understood client project personnel allocation, managed and planned 2024 whole year's events;
- Liaised with internal and third parties, to promote teamwork and ensure seamless project progress;
- Planned milestones and secured internal recourses in advance based on project requirement;
- Collaborated with clients to thoroughly understand their needs, thereby enhancing clients' satisfaction;
- Budget creation, followed up the purchase orders and scheduled the payments, final reconciliation;
- Onsite execution, oversaw and maintained the build-up, derig and the show day running smoothly.



● Project Executive

MCCGLC | May 2023 - Nov 2023

- Assisted Senior Project Manager to conduct the internal team working on the correct direction;
- Finalised the internal recourses booking and outcome, help finished the supplier;
- Financial assistant, supplier quotation collection, scheduled the payments;
- Assisted to guarantee the build-up and dismantlement, the show day running smoothing.



● Project Manager

APAX Group | Sep 2020 - Nov 2020

- Known my clients' market, competitors, developed solid understanding of full briefing process and requirement from client and internal perspective (budget, timescales, brief, manpower etc.);
- Developed strong relationship and partnership with key accounts, team members and across the third parties with key contacts, offered creative content production expertise, support and solutions;
- Sourced and proposed appropriate venue, collaborated with production and design team to investigate venue, drafted the executive plan and aligned the setup procedure;
- Participated in brainstorming to help create and implement campaigns that delivery result for clients;
- Hands-on involvement in writing and presenting proposals (the strategies, ideas, design etc.). Understood the role of PR, sponsorship and marketing and how it affects my deliverables. Enabled me to creatively review and answer briefs, as well as help clients position and articulate ideas with clear strategic thinking;
- Built confidence in competently talking clients though a pitching an idea. Communicated clearly and concisely both verbally and in writing throughout internal and client facing comms;
- Think ahead and have my clients and brands front of mind. Understood the requirements for my projects and book resources in advance to ensure seamless execution and delivery of project;

- Identified areas of inefficiency and potential problems, proactively report and resolve with line manager and team members;
- Production Supervise, collaborated with the creative team and suppliers to output set-up technical solutions. Supervised the third parties' production and props making progress;
- Budget negotiation, broken down the quote items, offered professional advised to balance the design and cost. Arranged the contracts assignment and being responsible for the payment process;
- Provided administrative support, including time planning, budget tracking, competitor review, case studies.



● Senior Project Executive

APAX Group | Sep 2018 - Aug 2019

As a project manager, my main client is Nespresso, who appreciate my work attitude and responsibility, and the event profit reached 45%. As a senior project Executive, respond to the call in an orderly and active manner, and be responsible.

- Creative Planning: Digging up the information behind the clients' brief and grasping the marketing dept. insight. Strategy and background analysis, retransform and generate the big idea. Take this as a guideline and collaborate with the design team to derive the design direction.
- Venue Scoping: Cooperated with production, design team and venue staff, inspection the event venue - precise the site dimensions, verify the electricity and hanging point location & capacity, and itemised the procedure for entering the site.
- Proposal Development: Cooperate with the design team to conceive and design the first floorplan according to the venue, customer needs, and budget. Integration drafted the offer with reasonable profit in terms of the estimated construction fee and other third parties costs.
- Management: Supervised the third parties' production progress, and align the information with the team members and all parties. Empower team members' rights, and support them when appropriate.
- Budget Control: Break down and review the quote, offer professional advice and convince the clients to retain the essential design and material matching their brand and idea.
- On-site monitor: Inspect the pre-setup, and ensure the details are flawless. In-person to follow up on the setup, layout, check and display.

Key projects

- Nespresso x Design Shanghai Exhibition
- Nespresso x Unexpected Summer Media Event
- AVENGERS: Endgame 3000 Fans Meeting Event
- L'OCCITANE Celebrity (Han Lu) Media Launching Ceremony & MAGICAL PROVENCE Pop-up
- Under Armour x Stephen Curry China Tour @Wuhan @Shanghai
- Armani Beauty S\l Passione Fragrance product launch event (Cate Blanchett)

● Senior Project Executive (Freelance)

AUDITOIRE ASIA | May 2018 - Aug 2018

- Independently Liaised with 17 partners, coordinated 700+ courses and audited digital media content, such as layout, copywriting and graphic design; collected 127 trainers' information, distributed outfits;
- Assisted Opening Ceremony in Beijing and Chengdu; 20+ part-time manpower arrangement and training in Shanghai, 10+ in Chengdu;
- Participated in 30+ million budget Adidas campaigns execution team and supported online event planning.



● Senior Account Executive

LESMOR Creative Association | Jul 2017 - May 2018

- Maintain good communication with customers to ensure the events go smoothly;
- Responsible for pre-activity purchasing, supplier contact and other preparatory work;
- Good cost management, supplier management and full support for the event projects
- Understand and analyse customer requirements to achieve the required results

- Summarize the projects in time, organize and save the related documents and data.

- **Sales and Marketing Assistant**

Lanificio F.lli Cerruti dal 1881 | Apr 2016 - Apr 2017

Product sales, follow up on order information, logistics status, timely communication with customers and Italian head office to complete orders.

Customer development. Obtaining sustainability solutions for potential customers, paving the way for subsequent long-term cooperation.

- **Fashion Designer**

Bestseller Fashion Group China | Jun 2015 - May 2016

Education & Training

2021 - 2022 ● **University of the Arts London**

Master of Arts - MA,

2011 - 2015 ● **Hubei Institute of Fine Arts**

Bachelor of Arts - BA,