



# Xiaoyang Wang

Country Manager China at Rouje

Paris, France

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## Links

[LinkedIn](#)

## Languages

English

French

## About

Hope to meet more talents here to improve myself.

### BRANDS WORKED WITH

Burberry

Carven

DEUX PARTIES

Fashion.Ifeng

Gucci Group Watches France

HSP SUD

La Bouche Rouge, Paris

Panda

Pourchet Paris

Rouje

## Experience

### ● Social Media Manager APAC

DEUX PARTIES | Jan 2022 -

- Development on the strategy plan focusing on Chinese market
- Creation of marketing calendar and launch different activities for important occasions
- Coordination with creative agency to make adapted content
- Monthly gifting and organization of PR event with influencers
- Online store optimization (design / image / wording / category / layout)
- Management with wholesale partners to do different promotional activities

Manu Atelier: 50% follower growth on Redbook within 1 year / Engagement - 35% growth / Influencer Post Rate: 80% VS 30%  
 WHITEBIRD: 0 to 2K followers in 8 months (purely organic without giftings or any other activities) / Next plan on Wechat Store

### ● Country Manager China

Rouje | Feb 2021 - Jan 2022

- Elaboration of marketing plan dedicated to the Chinese market
- Management of the editorial and visual content for the brand's social media
  - Rouje : 70 K - within 1 year while staying the top among its competitors
  - Jeanne Damas : 80 K - within 1 year with high engagements
- Management of the Wechat store: site layout and promotional animations
- Relational maintenance with the buyers and VIP clients: 200% growth within 2 months
- Coordination with the qualitative partners for the offline activities in China
  - Pop - up in Shanghai
  - Pop - up in Beijing
- Go-to-market strategy of T-mall launch for the brand

### ● Community & Content Manager

La Bouche Rouge, Paris | Jan 2018 - Jan 2021

### ● Manager of Influencer

Panda | Oct 2017 - Dec 2018

- Producer of the collaboration for GQ with ZHANG Yixing et Valentino, Fashion Week
- Producer of the collaboration for Lancel with Yuhe, Festival de Cannes 2018
- Business development : strategy presentation, negotiation, product placement, follow-up and evaluation of the results
- Idea creation of digital content: script, shooting, and editing
- Management of commercial collaborations for the influencers : program, activities, travels

● **Assistant of Marketing and Communication**

Pourchet Paris | Jul 2017 - Oct 2017

- Translation of the texts for the official site in China
- Strategic digital contents both in French and Chinese
- Contribution of brand visual images for social media
- Mensuel social media reports in multiple languages
- Management of the relationship with international clients
- Management of social media accounts on Wechat, Weibo (content and image)
- Collaboration with French and international bloggers

● **Editor Assistant**

Fashion.Ifeng | Jul 2016 - Sep 2016

- Participation in the fashion shows for social media contents and images
- Interviews with Chinese stars for social media contents to share with the community
- Management of relationships with brands for business collaborations
- Contribution of contents on social media platforms of IFeng account



● **Sales Consultant**

Carven | Jun 2016 - Aug 2016

● **Account Relationship Manager**

HSP SUD | Feb 2016 - Feb 2018

- Management of the contacts of both VIP clients and suppliers
- Negotiation of contracts and close agreements to maximize profits
- Ensure the timely and successful delivery of satisfying solutions according to customer needs and objectives



● **Sales Consultant**

Burberry | Dec 2015 - Feb 2016

● **Sales Consultant**

Gucci Group Watches France | Jul 2015 - Nov 2015

## Education & Training

2014 - 2018

● **Rennes School of Business**

Master's degree,

2010 - 2014



Bachelor's degree,