



Qing Zhang

Cross-Border Marketing Pro | MBA

London, UK

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Languages

Chinese Cantonese

Chinese Mandarin

English

Italian

About

Passionate about driving global expansion and leveraging the power of social media to connect brands with audiences worldwide.

With a proven track record in exporting European products to the Chinese market and expertise in navigating major e-commerce platforms in China, I am committed to helping brands expand their reach and thrive in international markets.

As a seasoned professional in international trade and e-commerce, I have successfully executed numerous export initiatives, strategically positioning products on platforms such as Alibaba, Taobao, and JD.com to capitalize on market demand and drive sales growth.

Leveraging my mastery of social media platforms, I have developed and implemented innovative marketing strategies to engage and captivate audiences, fostering brand loyalty and driving conversions.

My goal is to continue leveraging my expertise in international trade and social media marketing to help brands achieve their global expansion objectives and unlock new opportunities for growth.

Let's connect and explore opportunities to collaborate!

BRANDS WORKED WITH

Brand Plus

Takeoffer Limited

wuhan fansheng trade co., ltd

Wuhan Iron And Steel (Group) Corp.

Experience



● Founder

Brand Plus | Oct 2023 -

● Marketing Director

Takeoffer Limited | May 2021 - Oct 2023

- Spearheaded a viral marketing campaign that reached over 500k viewers
- Managing multiple social media platform, design tailored program for prospective students
- Strategically manage key accounts to meet customer needs, adapt sales strategy to emerging markets.
- Lead sales team, oversee development, and manage budget to optimize business processes and achieve KPIs.

● Founder / Marketing Director

wuhan fansheng trade co., ltd | Dec 2012 - Feb 2021

Developed a team of 10 personnel and generated annual sales of US\$5,000,000, analysed market trend and composed viral tweet resulting in 200,000 retweets, 50,000 comments and 40,000+ followers on social media.

As the Founder and Director of Business Development for an e-commerce store specializing in designer brands, I played a pivotal role in shaping the market presence and growth of the business. My responsibilities encompassed strategic marketing, sales, and operational management, resulting in significant achievements: Successfully directed a dynamic marketing team and managed a substantial budget, orchestrating data-driven strategies that secured market leadership and top-selling categories for consecutive months. Identified the Ideal Customer Profile (ICP) and developed marketing plans to effectively target and engage this customer segment. Applied

CRM analysis to optimize customer engagement, Cultivated relationships with major clients, fostering long-term partnerships and delivering exceptional service.

- Spearheaded a comprehensive social media strategy across multiple platforms, aligning marketing efforts with emerging trends and generating viral content.

- Proactive in identifying and initiating contact with potential suppliers, skillfully devising procurement strategies that optimize cost-effectiveness and foster enduring supplier relationships.

- Adept at formulating pricing strategies, customer differentiation initiatives, and designing effective loyalty programs.

- **Engineer**

Wuhan Iron And Steel (Group) Corp. | Jul 2009 - Jul 2012

Education & Training

2021 - 2022 ● **Cranfield University**

Full-time MBA,

2006 - 2009 ● **Hubei Polytechnic University**

College degree,