

# Zhao Yilin

International Marketing and Advertising

Southampton, UK

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## Languages

English (Work Proficiency)

Chinese (Native)

German (Basic)

## About

A passionate advertising professional experienced in planning and delivering high-performing marketing campaigns. Networks proactively to build tactical business and media relationships. reaches target audiences and achieves revenue goals through focused strategy and planning.

### BRANDS WORKED WITH

Daqing Tv

Jung von Mat Sports

Vier Jahreszeiten Hotel

Xudan Technology

## Experience

- **Operations Intern**

Xudan Technology | Sep 2021 - Dec 2021

- **advertising intern**

Daqing Tv | Feb 2021 - Apr 2021

- **Marketing Consultant**

Vier Jahreszeiten Hotel | Aug 2020 - Dec 2021

- **Brand intern**

Jung von Mat Sports | Oct 2020 - Feb 2021

project To complete a study of the Chinese gaming market based on the needs of gaming clubs and plan a co-branding campaign with BMW Collect and compile the development patterns and drivers of the Chinese e-sports market, analyze the present status of the top clubs and case studies of marketing operations, and give assistance for future planning. Investigate the similarities between the two brands, create creative extensions based on "cooperation in competition," and construct integrated online and offline marketing campaigns such as the tattoo APP and collaborative themed reality shows.