

Jian Lu

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PROFESSIONAL SUMMARY

Strategic marketing leader with 10+ years of experience driving operational efficiency, GTM execution, user research and cross-functional collaboration for tech and B2B sectors.

Expertise in optimizing USD \$24M+ annual budgets, aligning OKRs with revenue goals, and scaling agile processes.

Proven success in international markets (APAC, AUNZ) and partnerships with Disney, Jetstar, Apple Pay, and AFL.

WORK EXPERIENCE

Munchoo

Melbourne & Bangkok • 02/2023 - Present

Operations Director

- Scaled APAC operations, managed 10+ FMCG clients and improved target consumers' **Repeat Purchase Rate (RPR) by 30%** via **data-driven campaigns** and **consumer insights analysis**.
- Successfully launched an innovative free sample distribution program, capturing **200,000+ customer data points** and delivering **consumer insights reports** within the first six months.

Tanggram

Melbourne • 09/2021 - 02/2023

Head of Marketing

- Collaborated with the CEO and investors to develop and execute **GTM strategies**, driving the company toward its **\$100M FUM annual target**.
- Made and optimized **marketing and operational budgets**, achieving **219% growth** in investment users, a **265% increase in FUM**, and improving **ROI to 1.2** through cost efficiency in 2 quarters.
- **Led integrated marketing and PR campaigns**, strengthening **brand presence and awareness**, resulting in a **140% boost in media coverage** and a **30%+ increase in brand awareness and preference**.

DiDi

Melbourne • 11/2017 - 09/2021

Country Launcher, Senior Marketing Manager

- Led Australia's **market entry** marketing campaigns, developed and managed **\$30M+ marketing budgets**, acquired **2M new users in 12 months** and achieved the company's **GMV target**.
- **Led global launches** for DiDi's **new app** and **key products** (DiDi Max, Delivery, Driver Loyalty Program), ensuring **cross-country and cross-functional alignment**.
- Conducted **NPS, CSAT and Product Market Fit** research, capturing insights that enhanced **user retention rate** and strengthened **brand preference**.
- **Built strategic partnerships** with **Disney, AFL, AO, City of Melbourne, Apple Pay, and Jetstar**, driving brand visibility and engagement.

Baidu

Melbourne • 04/2012 - 11/2017

Marketing Director of AUNZ, Key Account Department

- Achieved a 200%+ GMV growth in global new market engagement within 6 months through digital marketing solutions.

Director of North China Region, Key Account Department

- **Managed a 6-person sales team and 14 agents**, and **delivered** Baidu marketing solutions for **FMCG, automotive, and consumer electronics clients**, consistently **exceeded** \$50M+ in quarterly revenue.
- Spearheaded the award-winning “Mengniu Milk in the Cloud” project, **secured MMA Wireless Marketing, Great Wall (Gold), 2014 Effie (Excellence), and Baidu Marketing Case Competition (Gold)**.
- **Drove a 1364% YoY increase** in GMV for **Baidu Golden ADs Bidding Project**, oversaw project management, budgeting, media strategy execution, and team performance.

EDUCATION

Bachelor in Advertising and Marketing

Huazhong University of Science and Technology

Bachelor in Business Administration

Wuhan University

CERTIFICATIONS

Marketing Mix Implementation

IE Business School

Digital Marketing and E-commerce

Google

Search Engine Optimization (SEO) Specialization

University of California, Davis

McKinsey Product Academy series 2022

McKinsey Academy

Decentralized Finance (DeFi)

Duke University

SKILLS

Brand Awareness, Brand Management, Budgeting, Consumer Insights, Cross-country Collaboration, Cross-functional Collaboration, Data Analysis, Data-driven Approach, Digital Marketing, GTM Strategies, Integrated Marketing Plans, Market Growth, Marketing Campaigns, Marketing Operations, Marketing Strategies, Media Plan, New Market Entry, NPS and CSAT research, Partnership, Product Marketing, Search Engine Optimization (SEO), Stakeholder Relationship Building, Strategic Partnership Building, User acquisition, User Research, User retention