

OBJECTIVE: Experienced product leader, intuitive marketing expert from beauty industry looking for an opportunity to create cutting-edge, lifestyle-changing AI products that customers love and drive high revenue growth.

WORKING EXPERIENCE

Marketing Director/Senior Product Marketing Manager, L'Oréal Luxury, Lancôme International, 2022

Paris, France

Achievements

- Conceptualised and Orchestrated the biggest branding animation of Lancôme - Holiday & New Year Animation 2022. Generated over 460M euro sells in New Year 2022 Animation, growing 10% vs 2021.
- Managed 3 direct reports, Led a team of over 10 GTM team members (product managers, retail designers, E-commerce & Social project managers, PR manager), to develop and launch products from concept to product development, 360 creative contents creation.
- Pitched successfully brand partnerships, Developed 2 disruptive brand flagship collar collections: Jacky Tsai x Lancôme (365M euros), Lancôme x Bearbrick 2022 (180M euros, + 35% L4L), which elevated, rejuvenated the brand image from French selective beauty to cool arty luxury brand.

Responsibilities

- Draft product concepts, guide and select formula and pack design, define product visual codes, art direction
- Plan and execute 360 GTM launch strategies, Develop 360 full creative contents (hero video, key visuals, retail design, digital activations & social Media activation, PR events, etc)
- Work with top artists to co-create the collab collections: brief the big idea, define together artistic codes, produce communication assets with artists
- Cooperate closely internal teams (lab, designers, finance, digital, BD) to bring product from concept to real life launch
- Manage the drive country teams to implement brand strategies, Hallmarks and annual key bets, guidance on creative assets, digital social activations to ensure consistency and efficient activations of the brand in various markets.
- Select, Brief, Manage Multi Creative Agencies to Create 360 Brand & Product Assets/Contents, ex: Advertising Agency (Publicis), Digital & Social Agencies, Pack Design agency, Influencer, Shooting Photographer/Film Director, Event Agency, etc.

Global Marketing Director, L'Oréal Luxury, Urban Decay International, 2020 - 2021

California, USA

Achievements

- Developed and launched 5 star global products, in 2021 UD US \$120M +18%, UD APAC \$45M +26%:
 - Naked Wildwest, Naked Cyber Palette (global key launch 2021 in over 25 countries): 2021 same period LFL +23%, Urban Decay's 1st transformative Duochrome Eyeshadow Palette; Initiative with Virtual Idol in 2021.
 - Product innovation for China/APAC exclusive products: Moondust eyeshadow Ext (Multi-Chrome development), Stay Naked Foundation, etc
- Created New Upscale Brand Storytelling & Re-Positioning in China/Asia, Established an Indie Edgy Professional Makeup Image in Line with Local Trends and Cultural Backgrounds, Expanded Targeted Consumer from Makeup Junkies to the 15-25 Age Group, GenZ, Entry Makeup Users
- Led UD China Grand Launch 2021: jumped from No. 4 to No.1 Indie Makeup Brand in China, China 2022 \$77M 4 times growth VS 2021, APAC 2022 \$95M +110%.
- Led brand partnership development, including: Robin Eisenberg x UD Collection, 2022 Q4 Sales +20% VS 2021, UD x Marvels/She Hulk Collection 2022, +12% VS Y-1, Reinforced Brand Indie/Edgy Image with Pop Art Expression via Brand Partnerships.

Responsibilities

- Re-brand, Adjust Positioning with considering brand performance, market makeup trends under pandemic periods
- Identify consumers needs, makeup user tribes, brand fast growth opportunities in key market (China, US, APAC), by collecting active consumers datas, conducting customers interviews, focus groups, and by analysing market trends reports, competitors strategies
- Come up with new product concepts, by analysing brand pillar product performance, makeup indie trends, consumer pain points & expectation on makeup products, as well as existing product portfolio
- Develop products (formula, pack) from concept to commercialised products; Define products strategy in 3 years, draft 3-Year Business Plan China/APAC (Product Strategy, Growth Plan, Animations Strategy & Creative Guideline)
- Design go-to-market strategy, define business, retail model, pricing, 2-3 year P&L projections (together with finance, BD teams)
- Create 360 product marketing launch book, including digital marketing D2C recruitment, social campaign, influencer celebrity marketing
- Drive roadmap, design MVP, set KPI of social performance, product feedbacks, ecom efficacy, etc
- Collect customer feedbacks, interview field teams to understand the consumers' needs and complaints

Marketing Project Manager, L'Oréal Luxury, American Brands Zone Europe, 2016 – 2020

Paris, France

Achievements

- Urban Decay Brand Launch in Europe 2016/2017, IT Cosmetics EU launch in 2018/2019, Market Expansion Plan: UD Aggressive expansion from 50 POS in 2016 to over 500 in 2018
- Managed over 30 EMEA countries, with centralised marketing strategies, product launch plan, key activations, social.
- Managed B2B Key Stakeholders and Partners, including top Retailers, ex: Sephora, Douglas, Debenhams.
- Launched successfully in Europe 3-Star Campaign: 2017 Naked Heat Launch in Europe (Q3 +80% L4L growth VS 2016), 2018 UD x Games of Thrones (Sold out in 2 weeks the main collection, Q4 +60% L4L growth VS 2017)

Responsibilities

- Cross-Functional Teams Cooperation and Project Lead: closely with the retail design, digital / e-commerce, supply, finance and business teams to ensure the smooth progress and the achievement of business goals.
- Deep understanding and analysis of market trends and consumer behavior, develop performing marketing strategies and promotion plan.
- Working with brand GM on product portfolio & brand strategy at Europe Zone level:
- Launch & Disco strategy, Pillars Support 360, Pricing strategy, Retail Model (Open Sells, Depart Stores, Pure Beauty Players, Amazon, etc
- Business Development - Brand Launch & Go-To-Market Strategy; 3 Year Plan with Sell-In, Sell-Out Target, Identify Key Business Drivers, P&L Management

Senior PR Luxury & Lifestyle, RUDERFINN ASIA, High Jewelry & Watch Team, 2012 - 2013

Beijing, China

- Define Brand Positioning in China with a brand-new Storytelling: USP navigation heritage, Chronometer Expert, Customer Profile/Personas of an Adventure Lover, who is Fearless at the same time a Successful Men in work and life.
- Media Relations Management, Expansion: Achieved remarkable results in Media Relationship, with 200% growth of Brand KPI - Managed over 200 Asian well-known Media Relations, including GQ, Vogue, Elle, Robb Report, Sina, NetEase, etc.
- Executed various Media Activities, including CEO Interviews and Editorial / Advertising Collaboration for brand and products. Enhanced and Elevated significantly Brand Awareness and Image in China; Media & VIP CRM Events management
- Press Release key Brand & Product Message Writing & Polishing: Enhanced Brand Image & Successfully Targeted our key Consumers .

Media Planning & Buying, OMNICOM Media Groupe, 2011 - 2012

Beijing, China

Advertisement Plan & Budget Allocation: 1) Make annual advertising plan to ensure that the advertising investment matches the brand development strategy. 2) Responsible for the allocation of advertising budget, to ensure the effective use of resources.

EDUCATION

Grasse Institute of Perfumery, 2023 (Fragrance Creation and Olfactory Sensory Evaluation)	Grasse, France
Sotheby's Institute of Art London , Art and Business Program 2022	London, UK
London College of Fashion, 2016 (Fashion Entrepreneur, Exchange Program)	London, UK
EMLYON Business School, 2015 - 2016 (Master in Luxury Management & Marketing)	France - London - Shanghai
Beijing International Studies University, 2007 - 2011 BAC+4, International Politics (GPA: 3.8/4.0)	Beijing, China

LANGUAGES

Trilingual: Chinese (Native Speaker), **English** at Native Speaker Level, **French** (DALF C1, TageMage 320)