

## Winky Zeng (Wenfang Zeng)

+86 13148806591 | winkyzeng@yeah.net

Blog: <https://winky-zeng.vercel.app/> | Wechat ID:Winky\_zeng

Huizhou, Guangdong, China | Open to Global Opportunities

### Career Focus

Integrated Marketing | Ecosystem Operations | GTM Strategy

### Core Competencies

- 8 Years Serial Entrepreneurship: Hands-on experience spanning product development, R&D, sales, promotion and after-sales service.
- Global Market Expansion: Established profitable partnerships in Oceania, Europe, and US markets.
- Supply Chain Optimization: 90%+ on-time delivery, 95%+ client satisfaction with reduced operational costs.
- Innovative Ecosystem Development: Pioneered the “Virtual Try-On + Pre-sale + Designer Incubation & development chain platform” virtual shopping mall project, resolving industry pain points and fostering a sustainable apparel ecosystem.
- High-Quality User Acquisition: Built audiences of 5,800+ industry followers (10% management) on WeChat Official Account and 3,700+ highly engaged followers on Video Channel.
- Integrated Business Synergy: Combined expertise in export trade, full apparel supply chain, digital content operations, and social media marketing.
- Resilient Execution: Led remote team to achieve 100% delivery of complex tasks.

### Professional Experience

Mar. 2024 – Present | Industry Nexus (ProcurementConnector) | **Owner & Chief Planner**

Built a research and content platform focused on export trade, global-local market strategy and business growth.

- WeChat Official Account: Established vertical influence with 190+ original articles, attracting 5,800+ industry followers (10% management—executives, investors and brand globalization agencies).
- Video Channel: Scaled from 0 to 3,700+ highly engaged followers; 400k+ total views (210k+ views in first week).
- Capability Upgrade: Developed dual-core growth model combining export expertise and content operation mastery.

Jun. 2014 – Mar. 2023 | Winky Electronics Co., Ltd. | **Founder & Trade Manager**

Launched and scaled 3C electronics export business (To B)

- Global Market Development: Secured and maintained high-value clients in Oceania, Europe, and the US, including 7+ year relationships with 95%+ satisfaction.
- Integrated Channel Growth: Utilized multi-platform (Facebook, X, Google Maps) + email strategies to increase website traffic by 50% and inquiry rate by 10%.
- Supply Chain & Cost Management: Maintained 90%+ on-time delivery rate while reducing operational costs.

May 2012 – Mar. 2014 | Shenzhen Jianfu Apparel Co., Ltd. (KCK) | **Merchandiser (Team Leader)**

- Led 4-member team managing orders for outerwear and fast-fashion brands, overseeing process from quotation to shipment and new client brand incubation.

Jun. 2008 – Apr. 2011 | Guangzhou Yaoxing Garments Co., Ltd. (ZKG) | **Garment Merchandiser**

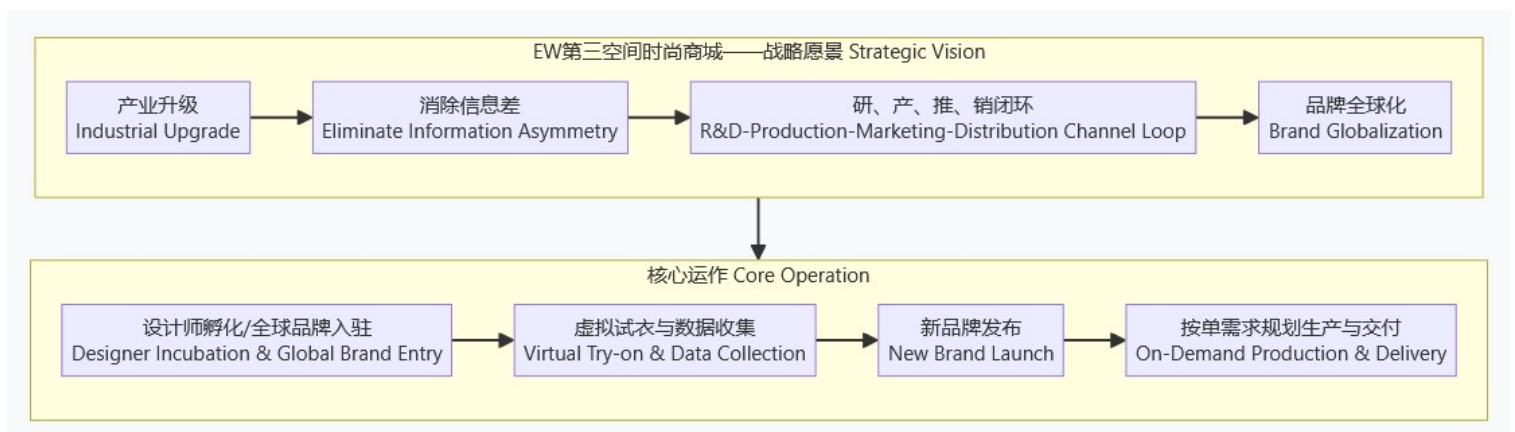
- Executed BOM translation, order processing, costing, arrange pre-production meetings, production tracking, QC, delivery, and after-sales service.

## **Key Projects**

Jun. 2023 – Jan. 2024 | New Brand Promotion | **Planning Lead & Brand PR**

Pro-bono remote engagement project demonstrating scalable growth model

- Private Domain Operations: Led an 8-member team to build first closed user community.
- Micro-Influencer/KOC Matrix: a 4-member team to recruit 25 micro-influencers and monitor performance.
- Model Validation: Proven “Private Domain + Influencer” traffic growth model, enriching multimedia operations experience.



2018 – 2022 | EW Third Space Fashion Mall (Virtual Shopping Mall Ecosystem Project) | **Visionary Founder & Ecosystem Architect**

- Vision & Architecture: Led the design of a forward-thinking “on-demand production” ecosystem blueprint to revolutionize traditional apparel models. The concept integrated a virtual try-on experience, a pre-sale model, and a designer incubation & development chain into a closed-loop platform targeting industry pain points.

- Risk Mitigation & Value Creation:

- For Brands: The pre-sale model enabled demand-driven production, reducing inventory overflow risk, improving design-market alignment, and creating a low-risk pathway for international market entry.

- For the Industry: The designer incubation system serves dual objectives: empowering global independent designers with career development platforms, while establishing efficient talent pipelines for enterprises. This simultaneously resolves creative talent shortages and product homogenization, forming a sustainable ecosystem integrating design innovation, production coordination, and commercial monetization.

- Core Competencies Demonstrated: Spearheaded zero-to-one business strategy design and successfully integrated cross-functional resources (technology/supply chain/talent). Validated the business model's viability through innovative execution and forward-looking market anticipation.
- Project Status: Completed comprehensive conceptual design and business model validation, and constructed a full ecosystem architecture that covering designer incubation, data-driven production, and global distribution. This framework provides a validated solution and a clear blueprint for tackling core industry challenges including inventory risk and market homogenization.

**Jul. 2017 – Nov. 2017 | VIP Reactivation Project (Shenzhen Premium Apparel Brand) | Project Initiator & Core Executor**

- Data-Driven Strategy: Analyzed 3-year VIP behavior & Inventory, segmented customers (e.g. high-value, dormant, churn-risk), developed targeted reactivation plans.
- Core Achievement: Spearheaded a styling-focused reactivation initiative that boosted average units per transaction (UPT) dramatically, driving a 35% sales increase during the project period.
- Scaled Success: By training the broader business team on the proven methodology, we collectively increased key metrics (including average units per transaction and customer retention), driving overall business growth.
- Strategic Impact: Proved the efficacy of a “Data-to-Touchpoint” growth model, which successfully identified and resolved critical issues in member retention and inventory turnover.

## **Education & Certifications**

- Feb. 2014 – Jan. 2017 | Continuing Education Diploma in Business English | Shenzhen University

### **Language Proficiency**

- Mar. 2012 | Public English Test System (PETS) Level 3 | Ministry of Education of China

### **Professional Certifications**

- Jun. 2018 | Certified Marketing Manager (CMAT) | China Marketing Association
- Certification incorporates curriculum based on American Marketing Management Association (AMMA) principles.
- Nov. 2021 | Senior Fashion Designer Professional Skills Certificate | Vocational Talents Evaluation Center