

# KATRINA LIN

## MARKETING COORDINATOR

### CONTACT

 0431714390

 katrina01315@gmail.com



### WORK EXPERIENCE

● 2009 – 2010

#### Jun Production

Account Executive

Right after I graduated from the university, I started working for Jun Production: a video producing company based in Shanghai, offers the filming service to luxury fashion brands. This is my first time to engage in a project and to work as a member in a team. I learned a lot from this experience, such as communication, team work and project implementation.

● 2010 – 2014

#### Rayken Communication

Senior Account Manager

Rayken Communication is a local advertising company in China, which has branch in Shanghai, Guangzhou, and Beijing.

- Project lead and key communicator
- Most of clients are in FMCG industry, e.g. L'Oreal, P&G
- Manage project including project briefing, planing, execution and reporting.
- Present proposal and budget to clients
- Collaborate with internal teams including design, buying, execution, finance.

● 2014 – 2015

#### Paris Season Jewelry Shop

Sales

Paris Season is a retail Jewelry store in Cranbourne Park shopping Centre, which offers costume Jewelries to their customers. This is the first job for me in Australia, which brought me valuable experience in retail sales including how to sell, how to close the deal, and how to maintain loyal customers.

- Retail Sales in Jewelry industry
- Sales and customer service
- Inventory Management

# KATRINA LIN

## MARKETING MANAGER

### CONTACT

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### WORK EXPERIENCE

#### 2016 – Present QBID Pty Ltd

Sales Marketing Coordinator

QBID is a team of brand building experts specializing in commercializing western brands in China.

- Brand lead and key communicator
- Liaise with management team to make decision for each project
- Provide support to implement and maintain B2C business on main China e-commerce platforms, e.g. Tmall, JD; and digital marketing initiatives, e.g. Wechat, Weibo, XHS UGC, KOL live stream, etc.
- Support and attend trade show to build up relationship with local Daigous and distributors.
- Prepare and present regular reports or proposal to our clients.



### EDUCATION

#### 2005 – 2009

**Shanghai Conservatory of Music**

Multimedia of Music

#### 2014 – 2017

**Monash University**

Master of Business (Marketing)



### SKILLS & EXPERTISE

Communication



Presentation



Project Management



Photoshop



Team Work



Premiere



Microsoft office



Flexibility

