

(English Version)

Moral Lee

李晓明

Cell phone: +86-17615183587

10 years integrated marketing experience
14 years content marketing experience

Work Experience

IBM

Integrated Marketing

During

2013.7 - NOW

1. Creating and designing media strategies and plans for marketing, identifying target customers, and setting performance goals on driving brand awareness and client engagements, producing media content for public relations, marketing and communications.
2. Managing the ecosystem and plans from starting to accomplishment, sharing effective opinions and suggesting improvements, analyzing media buzz and the insight in digital media and optimizing the promotion systems, identifying efficient solutions & process for measuring analytics stemming.
3. Driving creative ideas and innovative plans to reach the right target audience in different effective channels, leading and facilitating social media channels by delivering target contents and producing engagements.
4. Improving overall impressions and viewer interactions, by tracking and analyzing media content data, fully aligning with customer pain points and favorite expression trends.

Sohu.com

Media Planning

During

2011.4 - 2013.6

1. Determining the strategy of sohu.com promotional advertisements across different media channels, defining the marketing qualification KPI for advertising and media.

2. Collecting and analyzing the marketing data from different media channels on consumer behaviors and audience trends, figuring out the effective methods on impacting the potential clients.
3. Innovating media projects, developing, managing and engaging relationships with social influencers (KOL), growing the share of market voice, leading the market topic, boosting media ambiance and lifting the product confidence.

China Audio-Video Copyright Association
Media Planning

During
 2009.5 - 2011.1

1. Planning the public relationship promotion projects, tracking project status in progress and determining the content for delivering messages to the media on internet marketing.
2. Fully aligning all project baseline schedules on marketing needs and finding out the accurate key point of view, writing the detailed appropriate target contents.
3. Operating the campaign assets and improving the public relationship, regularly auditing assets and improving the relationship with KOLs on business buzz.

Ichthys Media
Content Writer

During
 2006.6 - 2009.3

1. Localizing the mandarin website pages.
2. Creating content and promoting through traditional media and internet, fully aligning the locale situation in China.
3. Planning the media strategy and creating business topics.
4. Content writing and designing.

Project cases

Project 1: IBM official social media (2015-2019)

1. Create the target KPIs for the IBM social account, including the visits, engagements, registrations, and outcome of potential users. Control the timeline and workline process through trello, assure the quality of assets, by driving users to register from business cases, nurturing the clients end to end, and innovating the user experience.
2. Analyze the user's behavior, draw the user portrait, understand the user's psychology, improve the assets, and develop a more reasonable planning plan.
3. Create social platform content posts, brainstorming the ideas of the ideas, and find the best channels and KOLs for texts, images, and videos that are more targeted at user pain points.

Project performance:

1. Registration volume increased 127% in 2017 (YTY), and increased 196% in 2018 (YTY).
2. Traffic volume from social media increased to 118% YTY/avg.
3. Win revenue from social media increased 175% YTY/avg.

Project 2: ASUS digital marketing promotion project (2019-2020)

1. Investigate detailed market share and user status in both domestic and foreign markets, dig out the positive and negative learning, the potential clients, the product advantages and weaknesses, and have deep knowledge of the market conditions.
2. Analyze the market information to create product research reports and find the pain point for planning.
3. Create the promotion plan, control the budget, output the content, control the process, assure the content quality, measure the performance and review the content report.

Project performance:

1. Through continuous communication with ASUS and fully deep diving the data, ASUS strongly agrees with the data results and promotion process.
2. User pain points provide useful help for the marketing plan, which changed the direction for personal computer promotion. Our asset awareness and engagement increased 113% YTY.
3. At the end of 2020, market surveys and official NPS feedback increased 27%, registration volume increased 52%, ROI increased 13%, win revenue increased 21% YTY.

Project 3: IBM cloud week content marketing project (2017-2020)

In the event of China cloud forum 2019, my job was creating the content strategy, the plans and content in this forum. I designed the workline by content targeting, clients analyzing, content plans, content producing, content channel promotion, and performance reporting.

1. In the target part I detailed the objective, KPI of awareness, engagement and initiative, ROI, targeting 30% awareness and engagement performance improving;
2. In client analyzing part I deep dive the buzz volume, the marketing share, the client persona, the feedback of the produce, I will investigate the profitable assets align with the client pain point, align with the hot topic and align with the key offering market;
3. In plan part I draw every steps for every team member actions in trello, defined the milestone and deadline for content actions, determining the paid and owned channel for every content, and KOL interaction plans;

4. In producing part I create content for different channels online and offline, the white books, the images, the videos, the business cases, the newsletters, the social marketing posts and other assets;
5. In channel part I had detailed communications on the launching websites, the media pages, for the texts, images, appearance, and the target clients and time arrangement;
6. In the reporting part I concluded the KPI, the marketing generation pipeline, the learning of this campaign, the working part and not working part, the top 3 best channels and the top 3 content assets, data insight and NPS net promotional score, and the feedback of users.

Project performance:

In this campaign our content had 136% improvement in buzz volume, 127% improvement in engagement feedback, and obtained 41% increasing win revenue from the online registrations. (Benchmark: the last year campaign)

Capability

1. 10 years of integrated marketing experience, 14 years of content marketing experience;
2. Digital strategy, planning and managing;
3. Proficient data analyzing & client persona capability;
4. Content strategy, designing & writing;
5. Organizing KOLs, innovating content, improving social engagements;

School

2002.07~2006.07, Changchun taxation college;
2006.10~2006.12, WIPO Worldwide Academy.

Contact

Email: moral.lee@hotmail.com

Phone: +86-17615183587

WeChat: moral-lee

(中文版本)

李晓明

电话: 17615183587

工作经历

IBM

整合营销

时间

2013.7 - 今

1. 打造整合营销市场战略；生产内容、来源、图像、视频；制定市场策划的战略体系、内容编排、内容输出渠道；实现付费媒体、社交媒体、自媒体的粉丝量、阅读量、互动量的稳定增长；
2. 制定内容推广策略、计划以及执行方案，识别目标客户并设定 KPI 绩效，提升品牌知名度、媒体关注度及用户热度；分析消费者行为数据及社交平台数据，寻找用户尖叫点，探索目标受众喜好的表达模式，改善企业市场形象，促进用户在平台上关注、阅读、互动等一系列自发行为；
3. 完成线上线下活动，跟踪具体执行过程，把关传播效果；通过不同平台渠道吸引目标受众，开展活动并生产内容，增强用户黏性；
4. 研究用户，制定合理的营销模式和手段。针对企业产品和服务的市场现状，制定合理有效的市场拓展措施。提升目标客户对产品和服务的认知及认同，打造更有针对性的市场策划拓展方案；
5. 数据分析。深入分析数据访问、点击和互动情况，改善用户体验，修缮访问路径及调整内容，提升访问量 (PV)，促进用户互动 (Engagement)，降低跳出率 (Bounce Rate)，以实现从访问页面 (Visit) 到下单购买 (Buy) 的转化。

搜狐

商务拓展

时间

2011.4 - 2013.6

1. 制定搜狐媒体产品的营销策略与广告策略，商洽业务合作伙伴，深度发掘合作伙伴需求，寻找新的合作点，拓展搜狐网络业务，寻求共同发展；
2. 收集和分析消费者行为数据，分析市场受众的社会趋势，找出吸引潜在客户的有效方法；保证规划中的项目稳步发展，顺利完成目标；
3. 开展宣传活动，结合舆论热点，创立新媒体项目；协调公司内部各部门，保证项目正常顺利进行；沟通改善与社交媒体 KOL 的互动关系；

4. 制定策略、计划、写作市场文案，拓展媒体和 KOL 资源，通过企业自媒体平台及 KOL 自媒体平台交叉传播，增强用户黏性，提升互联网产品的社会影响力。

中国音像著作权集体管理协会
商务策划

时间
2009.5 - 2011.1

中文：

1. 策划公共推广项目，跟踪正在进行的项目状态；
2. 制定宣传脉络，确立营销需求，寻找用户痛点，打造宣传内容，并寻找合适的互联网媒体进行传播；
3. 组织艺人、专家在版权问题上发表观点，引导舆论，炒热话题；
4. 改善公共关系并维系 KOL，打造舆论阵营，提高媒体宣传的声量。

Ichthys Media
媒体文案

时间
2006.6 - 2009.3

中文：

1. 翻译汉化网站页面；
2. 根据中国实际情况，打造宣传内容，并通过媒体及互联网扩散；
3. 炒热话题，打造观点；
4. 专栏写作。

项目案例

项目 1: IBM 官方社交媒体

1. 制定 IBM 中国账户的运营目标 KPI，包括获利用户访问量、互动量、注册量、购买量。通过小程序建立案例集，并通过使用户直接点击适合企业的案例，直接完成表单，实现注册及购买行为。
2. 分析用户的成份、以及在微信上的点击、注册行为。通过数据分析，给用户画像，了解用户心理，以及分析用户喜好的日常场景，制定更加合理的策划方案。
3. 制作微信、头条创意和内容，与团队合作，打造更加针对用户痛点的文字、图片、视频。

项目成果：

1. 2017 年实现注册粉丝翻番（与 2016 相比），并且在 2018 年实现粉丝再翻一番。
2. 2018 全年通过自媒体得到的用户注册增长到 2.5 倍（与 2017 相比）。
3. 2018 全年通过自媒体实现的购买成单增长增长到 2 倍（与 2017 年相比）。

项目 2: 华硕营销宣传策划

1. 对国内外竞品进行详细研究，挖掘起源、功能、优劣势与市场行情。
2. 分析所得信息编制产品研究报告，并出具产品策划方案。
3. 针对产品形态，挖掘潜在客户人群，对其画像，分析用户痛点，制作宣传方案。

项目成果：

1. 通过与甲方的无缝沟通，对数据进行全面挖掘，华硕官方对数据结果和宣传路线表示极度认同。
2. 提供了华硕之前无法触及的深入宣传策划，并很好地分析了用户痛点。
3. 年底市场调查和官方反馈问卷，年度促进官方获单量增长 27%。

项目 3：IBM 云计算周活动品牌宣传

在 2019 年 IBM 中国云计算论坛中，我的工作围绕该论坛，制定内容策略、宣传计划，并输出内容。具体步骤在于用户定位、客户分析、宣传计划、内容制作、内容渠道推广和绩效报告。

1. 关于目标：安排目标、宣传对象、KPI、投资回报率 ROI，方向是使市场声量和互动量提升 30%；
2. 关于用户定位和客户分析：深入挖掘了市场数据，针对客户画像，了解产品反馈。分析用户痛点，分析时下关注的财经热点，以及商业竞争者市场状况；
3. 关于计划：通过统筹安排，控制每个团队成员动作的每个步骤，安排每项任务的截止日期，确定各项内容的付费和自有渠道，以及与 KOL 的互动计划；
4. 关于内容：制作部分线上线下不同渠道的内容，生产图片、视频、商业案例，并进行社交运营和推广等；
5. 关于渠道：沟通付费媒体自建媒体以及社交媒体等渠道、媒体页面，安排文字、图片、外观、目标客户和时间进度；
6. 关于报告，总结 KPI、营销渠道、激活团队想法，总结有效渠道，分析最佳手段和最佳内容，进行数据洞察以及用户的反馈。

项目成果：

在此活动中，我们的内容在内容声量方面提高了 136%，在用户互动方面提高了 127%，并从在线注册中提升了 41% 的成单。

项目 4：IBM 内容营销培训讲师

1. 以 IBM 内容营销讲师的身份，培训内容营销队伍；
2. 结合中国快速发展的媒体内容营销现状，讲解如何抓住用户眼球，捕捉有用流量，促进用户向成单转换；
3. 获得 IBM 内容营销专家身份认证。

优势

1. 10 年整合营销经验、14 年内容营销经验;
2. 优秀媒体策划企宣经验, 数据分析能力纯熟;
3. 擅长社交媒体战略, 策划, 运营;
4. 极强的文案设计, 文案写作能力;
5. 分析用户, 构建用户模型, 增强用户对产品的黏性, 提振市场信心;
6. 激发 KOL 想法, 组织 KOL 写作内容, 沟通维护 KOL 关系;
7. 在社交媒体上炒作话题讨论, 营造市场舆论氛围。

教育

2002.07~2006.07, 长春税务学院 (现名吉林财经大学);
2006.10~2006.12, WIPO Worldwide Academy.

联络

Email: moral.lee@hotmail.com

Phone: 17615183587

Alipay: 17615183587

WeChat: 17615183587