**Permanent Address**

2531 Ravenwood Dr.

Bend, OR

97701

nickpapa12@gmail.com

# PROFILE

8 year global sales, marketing, advertising and business development experience in beverage, online advertising, and IoT industries. Specialize in building brands from scratch through multiple channels, managing high-achieving sales teams, and influencing customers. Fluent in Mandarin.

# EXPERIENCE

**Deepblu – Community Manager. Taipei – 2016 – 2016**

Wearing many hats managing community affairs and online advertising for SCUBA-related tech and IoT startup. Realigning previous company online brand marketing and sales initiatives with introduction of ROI-focused performance and optimization structure. Managing sales and customer feedback channels.

**Tracy PAI - Director, Marketing. Tel Aviv - 2014-2016**

Oversaw growth of an online marketing startup. Became well-versed in digital advertising and marketing landscape, affiliate marketing, web design, and particularly how to utilize data to optimize business performance. Managed cross functional team of six including graphic design, web design, developers, and photo/video production. Reported directly to GM.

**Duvel Moortgat Brewery - Director of North China. Beijing - 2010-2014**

Built North China regional headquarters and sales operations from scratch for Belgian brewery group Duvel Moortgat. Introduced and launched 6 new beverage brands and over 20 products through multiple channels in regional market of 300 million. Led growth from a one man sales startup to 2nd largest office in Asia through energetic and effective sales, marketing, distribution, support, delivery, and warehouse management. Managed team of 10 Chinese staff, reported to General Manager of Asia.

* **(2011)** 108% of sales target, **(2012)** 122% of sales target, **(2013)** 103% of sales target, **(2014)** 105% of sales target, **(2014)** 127% first year distribution target.

**Burson Marsteller - Client Executive. Shanghai - 2010-2010**

Managed Asia Pacific and China brand communications for high-level corporate sponsorships at 2010 World Expo Shanghai between global multinationals and foreign governments. Clients: Dow Chemical, Henkel, Bayer, Wrigley, Haier, the IMF, Swiss Government.

# EDUCATION

**Johns Hopkins S.A.I.S. Nanjing, China — MA Cert., Chinese Studies, 2009.**

**Kenyon College, Gambier, OH — BA, International Studies, Chinese, 2008.**

# PERSONAL

Thrive in ambiguous, fast paced business environments. Hands-on, positive and driven mentality. Confident decision maker, effective problem solver. Amateur film maker, avid outdoorsman, SUP racer, cycle tourist, drummer of 20 years, licensed diver, mediocre chef.

Nick papa