



# Dora Li

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## Work experience

<b>2019.8-present</b>	<b>Roche Diagnostics</b>	<b>Digital Marketing Executive</b>
<ul style="list-style-type: none"><li>- Digital platform operation (诊断罗辑) , leading WeChat yearly promotion plan, daily operation, content management, campaign design and regular analysis report</li><li>- Making product yearly online promotion plan and execution</li><li>- Being responsible for O2O Campaign management via different channels to achieve KPI</li><li>- Virtual event and online broadcast digital supporting</li><li>- Leads tracking process and rexis management and other online tools management(CRM/SCRM, SIM, ACADIA, etc)</li><li>- Cooperating with cross functional teams</li><li>- Multiple vendors management</li></ul>		
<b>2018.4-present</b>	<b>Schneider Electric</b>	<b>Digital Marketing Specialist</b>
<ul style="list-style-type: none"><li>- Leading multi-channel e-marketing campaign (including SE.com website, Social Media, SEM, SEO, Email nurturing, Virtual event and online seminar, etc)</li><li>- Social media operation, content design and Fan operation</li><li>- Leading multi-channel digital lead generation (including marketing automation, Social media, SEO, and retargeting ads, etc) and manage content design, customer data analysis and test plan</li><li>- Analyzing customer behavior across the entire user life-cycle and deploy customized e-marketing campaign to improve customer experience and increase conversion</li><li>- Making yearly online marketing plan and execution</li><li>- Tracking program performance, analyze data and insights to optimise the results</li><li>- Standardizing campaign data collection and integration rule</li><li>- Cooperating with cross functional teams</li><li>- Multiple vendors management</li><li>- Budget management</li></ul>		
<b>2016.5-2017.12</b>	<b>MicroMarketing Dun &amp; Bradstreet</b>	<b>Assistant Project Manager</b>
<p>(This role mainly serves Schneider Electric)</p> <p><b>Social media ecosystem of Schneider Electric operation</b></p> <ul style="list-style-type: none"><li>- Leading WeChat Minisites platform setup</li><li>- Managing social media operation (including WeChat, Weibo, SCRM, WeChat Minisites, etc) , content design, campaign design , customer data analysis, and produce regular reports</li><li>- Managing social followers tag structure and design programs to improve customer experience</li><li>- Leading online campaign, including plan making, time control, execution, content design etc, to achieve the KPI and ROI</li><li>- Working smoothly with other functions teams (programming languages learning with self-study to enhance communication efficiency sharply)</li><li>- Multiple vendors management</li></ul>		

# Education

2012.9-2016.6

Beijing WuZi University

Marketing

(Minor in Financial Management)

Main courses: Strategic Analysis/Marketing Research/Marketing/Management/Advertising/Consumer Behavior/Financial Management

## 社交主页

## Project experience

2018.4-2019.6

Schneider Electric

Innovation Summit/Sales conference--- Digital Marketing Execution

- Leading digital marketing execution of more than 3 conferences(>2500 users): including agency bidding, users invitation, minisite platform setup, users check-in training and interaction etc
- Cooperating with cross functional teams, directly working with 7 teams , communicating with more than 12 teams and managing more than 5 agencies meanwhile

2018.4-2018.12

Schneider Electric

Integrated digital marketing

- Managing kinds of media promotion materiels and content, performance tracking, performance collection and analysis, and report
- Multi-dimensional performance analysis
- Leading 3 large media cooperations, working with more than 15 media companies, more 20 media channels and more than 20 promotion forms

2017.1-2017.8

MicroMarketing Dun & Bradstreet

Celebration for xxx Factory 15th anniversary--Event planning and promotion

- Making online marketing plan: multi-channel promotion + creative idea
- Copy writing
- Working smoothly with other functions teams and supervise plan execution
- Align multi-channel Resources: owned media, paid media, KOL, etc
- Result: 795%

2016.10-2017.12

MicroMarketing Dun & Bradstreet

5 minisite platforms setup and operation

- Leading 2 WeChat Minisite platforms revision and 2 platforms setup: including requirement analysis, planing, execution and content management
- Managing 5 minisite platforms operation: content, activity, copywriting, performance analysis and report
- Analyzing customer behavior and deploying customized e-marketing campaign
- Result: Leads increasing from 3K+ to 20K+, monthly PV increasing from 13K+ to 98K+, MAU increasing from 1K to 12K+

2016.12-2017.12

MicroMarketing Dun & Bradstreet

SCRM platform setup and operation

- Setting up lead lifecycle structure and behavior scoring structure
- "猜你喜欢 " ran 3 months: PV reaches 10K, and minisite PV increases by 5%

Social media operation

- Content marketing and customized social post management
- Setting up social followers tag structure
- yearly, monthly report and operation performance analysis
- WeChat fans increasing from 79K to 135K+, fans with tag increasing from 15K to 30K+