

Mimi Gao

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EDUCATION

2015 - 2016	University College of London Top 10 University in QS World University Ranking	MSc Project and Enterprise Management	UK
2012 - 2015	Cass Business School, City University of London Top 3 Business School in United Kingdom	BSc Mathematics and Finance	UK

WORK EXPERIENCE

2018.07-2019.06 **Jones Lang LaSalle** **Marketing Manager** **China, Beijing**

Team building and maintenance:

- Managing the marketing team of the international real estate investment business in north China with 6 members.
- Working closely with the business in United Kingdom, the United States, Australia, Japan, Germany and other countries to plan and implement marketing strategies, develop sales channels and partners so as to drive sales.

Marketing strategy and campaigns:

- Developing and implementing medium to long term marketing plans, including branding, product positioning, business models, media and public relations, promotion strategies and etc.
- Collaborate closely with sales team to develop and implement national promotion plans and organizing marketing activities for North China business in weekly basis to achieve the sales objectives including co-branding events, exhibitions, customized marketing campaigns for key projects, online marketing campaigns, etc.
- Establishing and maintaining WeChat Official Account and official website, develop and implement SEM and SEO strategies, KOLs and also other mobile app advertisings strategies (Tiktok, Toutiao, Zhihu, Weibo, Instagram etc.). Well managing media relations (real estate, finance and economic, high-end luxury and life-style media etc.) and online media advertising engagement programs for quality brand exposure.

Channel development and maintenance:

- Developing and maintaining key channel partners, establishing close relationships with 3rd parties to expand customer database and planning membership activities.
- Constantly explore new marketing initiatives/ideas to expand our business networks.
- Establishing databases for potential investors, using and optimizing communication methods and new technologies to engage with various audiences.

2016.11-2018.07 **Jones Lang LaSalle** **Senior Consultant** **China, Shanghai**

Customer development and CRM:

- Handling inquiries from potential clients regarding overseas property investment and able to provide investment recommendation and strategy to clients
- Providing clients with a high standard advisory service on property location, finance, letting and resale.
- Skilled in assisting prospective buyers in visiting, selecting and inspecting properties and sites.

Project management and development:

- Working closely with overseas partners to meet their requirements on business needs and manage offline events well;
- Managing projects as Project Leader that involve Creative Services (the Firm's internal production), including

event materials and other marketing materials, and providing professional training to team.

- Leading the implementation of channel collaboration proposals and activities in east China, developing and managing channel resources such as AMEX, LSE, BOC and SPD Bank etc.

Marketing Campaign Planning:

- Supporting marketing to develop specific and related marketing activities to help promote business and working closely with research teams to market thought-leadership publications relevant to business and real estate market and helping to manage the project portfolios
- Taking the lead and initiative on building Luxury Property Selection and VIP Clubs for the business.

PROJECT EXPERIENCE

2018.07-2019.06	International Properties Investment	Marketing Manager in North China
<ul style="list-style-type: none">• Organizing 3 offline events per week and planning over hundred marketing campaigns annually, including VIP dinner/afternoon tea/cocktail party, seminars, project exhibition and other forms of offline activities covering the first and second tier cities in China. Cost per leads is falling 45% YoY, sales leads number is increased by more than 50%.• Developing all types of Channel Partners and collaborate for various marketing campaigns, effectively promote the successful cooperation with American Express, Tesla, Rolls-Royce Motor Cars, The Macallan, McLaren, Tiffany & Co, Baccarat, HK Jockey Club, private banks, international schools, auction house and etc.		

2018.07-2019.06	International Properties Investment	Senior Consultant in East China
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Sales Targets Achievement:

- Completing annual sales targeted KPI within 3 months, triple the sales target within one year as well as the sales conversion rate reaching over 80%. Achieving the highest transaction records and the largest amount of transaction value.
- Leading and in charge of team coordination, pre-sales support, information solution planning, customer engagement, project release and signing.

Overseas visits and training:

- Organizing the oversea business visiting trip for the Pan-China team and leading the team to UK, US, Germany, Japan, Thailand for project investigation and local site visiting.
- Attending the training of "Step Up" Program held in the Asia-Pacific headquarter as the East China Representative.

CRM:

- Responsible for account managing for major key customer, achieving all the targeted goals and make sure projects completing on schedule;
- Maintaining smooth communication and coordination with clients to improve client satisfaction.

SKILLS

Languages: IELTS Overall Score 7, IELTS Listening Score 9, Proficient in English.

Programming: Ruby, JavaScript, SQL and Python.

Office Software: Specialized in Excel, PowerPoint and other common office software.

Graphic Design: Ps, Pr, HTML and CSS Web design.

Interests: Lego MOC, Drawing, WeChat Official Account Managing, Video Clips, Reading.