

# *Yuwei Zhang*

Address: Doncaster East VIC 3109

Mobile: 0457 318 587

[yuweizhang88@gmail.com](mailto:yuweizhang88@gmail.com)

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## **SUMMARY**

- 6 Years real estate industry management experience.
  - 3 Years General Manager and Sales support experience in key agent (focus on marketing management/ office management/ HR).
  - Corporate with master agent and developer & Channel resources ( CBRE/ COLLIERS/ DYNAMIC/ POLY/OSK etc.)
  - Able to finish Multi-Task, Highly working organization and time management skills, good at communication and relationship.
  - Extremely detail oriented and able to meet deadline.
  - Efficiency, Great problem-solving ability.
  - Design background-Advance MS/ AI/ INDESIGN/ PS skills, Words, Excel.
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## **EXPERIENCE**

**Sept 2018 - present**

**AZ Group Melbourne (formally AZ Realty Melbourne Pty Ltd)**

### **POSITION**

**General Manager**

### **ACHIEVEMENTS**

- Melbourne teams build up and support, start from a new company, from 1 employee grow up to 6 employees. Sales team from 5 to 34 members.
- Optimizing management structure and formulating policies.
- Accelerant employee referral purchaser and tenants being new buyer.

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## **RESPONSIBILITIES**

### **Office management & HR**

- Office Management, including all staff scheduling and overseeing day-to-day operations, keep efficiency and good interoperability
- Interview, Hire, onboard and arrange training for new employees.
- Employee termination processing.
- Employee's review semiannual organizing.
- Organizing staff schedules, punctual/ overtime record and update to payslip.
- Driving marketing strategy coordinate with sales director.
- Scheduling marketing team workloads to meet priorities and targets.

### **Sales Support ——Drive Marketing Strategy & Sales controller**

- In charge of two marketing assistant base in Melbourne & Sydney.
  - Arrange daily marketing work, event, media schedule, supervisor and training.
  - On board live broadcast for COVID-19 circumstance, setup equipments and site shooting.
  - Communicate with developer, portal management, update price lists, marketing material & incentive.
  - CRM management follow up all sales team's clients status.
  - Follow up all purchase update incentive, contract date, exchange date, and purchaser detail.
  - Update nomination price list and support Nomination processing.
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**July 2017 - Sept 2018**

**AZ Group Melbourne (formally AZ Realty Melbourne Pty Ltd)**

**POSITION**

**Marketing Specialist**

**ACHIEVEMENTS**

- Success to running all events yearly include new apartment opening, 2017 year end, seminar,
- Employee of the Year 2017

**RESPONSIBILITIES**

- Sales Support, responsible for the Melbourne Company's marketing affairs, including the entire pre-sale media promotion, operations, activities planning and executive personnel arrangements.
- Marketing department management work, including arranging marketing plans, staffing arrangements and scheduling.
- The main copywriter of the marketing promotion, been supervisor for marketing assistants and designers, responsible for all the content published both Sydney and Melbourne project.

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## **Jul 2013- Jan 2016 Evergrande group (Head office)**

**The Evergrande Group or the Evergrande Real Estate Group is China's top 1-largest property developer by sales. It is based in southern China's Guangdong Province.**

### **POSITION    Marketing Management & Analysis Officer**

#### **RESPONSIBILITIES**

- In charge of the Southwest area of China's marketing operations, managed 32 projects, from opening ceremony, pricing model, marketing promotion, to audit sales contracts and mortgage, settlement, etc.
- Conduct process control and supervision of regional companies.
- Adjust market strategies based on market conditions, including advertisement placement, pricing, apartment type ratio, discount policies, etc.;
- Pricing research: Formulating research plans, pricing strategies and implementations.
- Data management, support sales daily, weekly, monthly, quarterly, semiannually, yearly report to president.
- Processing special application. (when property purchasers need refund, rename, etc.)

**November 2011-April  
2013**

**South China University of Technology- School of Art and Design.  
Tutor**

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## **Education**

**Certificate IV in Finance and Mortgage Broking (FNS40815)**

**Certificate IV in Property Services (Real Estate)**

**July 2010- June  
2013**

**Guangzhou Academy of Fine Arts  
(Master of Environmental Art Design)**

Major courses:

- Urban morphology research,
- Museum Space Research
- Architectural space design,
- Pearl River Delta Region & Singapore Greenway planning research, etc.

Thesis published: Urban Greenway Planning and Design

## **Reference**

**Available upon request**

## **Language**

**English/ Mandarin/ Cantonese**