



# Yiting Io

Marketing & Project Manager

Nantes, France

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## Links

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## Languages

English (Native)

Chinese (Native)

French (Basic)

## About

Over 10 years' experience in business development in high-end jewellery, the chemical industry, and the cosmetic industry, equipped me with a synergy of the sales force and marketing dimension, especially digital marketing and social media management. As a driven and efficient communicator, I am adept at transmitting a brand's values to clients with professional advice, structuring multi-channel marketing plans to expand the consumer base, forecasting the increase in sales, and tracking relative KPIs. Currently seeking the right opportunity to further develop my skill set in a creative environment and contribute my expertise to a prestigious company.

### BRANDS WORKED WITH

- CHANEL
- Chembridge International Corp.
- Chembridge International Corp.,
- Dayou Jewelry
- J'S Jewellery Co., Ltd.
- Lions Club International,
- Nu Skin
- Tripel Jewel Co.,Ltd

## Experience

### Marketing Manager

Dayou Jewelry | Jun 2018 - May 2021

- Defined and implemented brand communication strategies to increase brand awareness
- Managed the advertising budget and set up KPI.
- Created Ads synergy by owned, earned, and paid channels.
- Marketed business by SEO and PPC (Google search engine)
- Utilized social media to increase traffic by advertising (CPC/ CPM)
- Responsible for content management and editorial calendars for web-sites, blog posts, and social media (FB, IG, YT, Line).
- Acquired TAs via multi-channels, e.g., EC, live streaming, affiliated partners, expo, workshops, etc.
- Differed sales strategies for B2C & B2B
- Stayed to market trends via field visits: HK show & market research on Japan, Singapore, and China.



### Sales Representative

CHANEL | Jan 2018 - May 2018

- Specialized in W&J
- Built trusting relationships with clients by providing them with the best customer experiences.

### Lions Club International, | Jul 2016 - Jun 2017

Social Media Marketing professional certificate Meta 2022/07 ~present  
Advanced Google Analytics Google Analytics 2022/08 International and Cross-cultural Negotiation ESSEC Business School, France 2022/05 - 08  
Diploma in Gemology GEM-A, Taiwan 2011/06- 2013/06 Education Master of Business Administration Audencia Business School, France 2021/09  
- Present Exchange programs at University of Exeter, UK: Strategic Sales Management & Digital Marketing Consulting project in Chantiers de l'Atlantique Courses in Fashion Design Shih Chien University, Taiwan 2017/04 - 08 Courses in Jewelry design Reshi Jewelry, Taiwan 2016/04  
- 06 Bachelor of Arts in Economics National Taipei University, Taiwan 2003/09 - 2007/06 Relevant Coursework: Mechanism of Demand And Supply, The International Trade, Free Marketing Economy, Finance And Accountancy, Business Management, and International Negotiation GPA 3.48 Skills Marketing strategy implementation Brand reinforcement and team building Social media management (i.e., Facebook, Instagram, Line, YouTube, Wechat) Business development and key account management Jewellery assessment and customized design Computer skills: ERP, Office Pack, and Tableau Languages Mandarin (native), English (Fluent), French (conversational) References Available upon request

## ● Store Manager

J'S Jewellery Co., Ltd. | Jun 2013 - Dec 2017

Sales management:

- Generated 50% sales of one branch to € 1M of annual sales amount
- Achieved maximum sales amount of each order to €200K
- Managed 50% of key accounts of the company
- Built sales strategies based on data: sales reports, inventory turnover, and customer preferences.
- Differentiated the services from other competitors
- Branch out a new store
- Systemized the company resources and set up the data pool for transactions and products.
- Participated in recruitment, training, and hiring (e.g., daily shifts, training programs). Other administration: cash flow, on due payment, Quality Controllment, inventory check, and procurement plans. Marketing:
- Renewed the brand and re-designed the branding plans
- Participated in promotion, marketing, and branding strategies
- Executed the digital transformation for the company: establishment of an official website, social media, and content management in FB

## ● Sales Executive

J'S Jewellery Co., Ltd. | May 2012 - May 2013

- Specialized in high-end jewellery, e.g., diamonds, sapphire, ruby, emeralds, jades, etc.
- Provided a needs assessment for clients
- Customized designs: sketching, size measurement, cost, quotes, gemstone selection, and delivery.

## ● Sales Specialist

J'S Jewellery Co., Ltd. | May 2011 - May 2012

## ● Supply Chain Manager

Chembridge International Corp., | Nov 2009 - May 2011

Oversaw logistics and supported sales team Supported procurement & cost control: specialty chemical materials Sales Representative

## ● Supply Chain Manager

Chembridge International Corp. | Nov 2009 - May 2011

Managed logistics (1) inventory management (2) procurement & cost control: specialty chemical materials (3) shipping arrangement, including export Support sales team (1) Quotation (2) Provide prompt feedback from customers (3) Assisted in daily office needs (4) Used ERP to manage accounts: financial, sales reports, and inventory reports (5) Followed news in the petrochemical industry and economic trends (6) Anticipated the demands and supply of the coming year. Company Profile: <https://www.chembridge.com.tw/EN/>



## ● Account Manager

Nu Skin | Jun 2008 - Jun 2010

- Specialized in the sales of cosmetics and nutrition supplements
- Promoted diet programs: supported around 20 members to lose 8 KG within two months
- Led the team growth by 10 times to reach more than 40 team members within one year
- Drove the team leadership and training, e.g., negotiating tactics, and incentive coaching
- Approached clients via word of mouth, social selling, door-to-door sales, and sales calls (cold calls, follow-up calls)
- Built trusting relationships with customers
- Boosted sales amount by emotion-focused and problem-focused strategies.
- Participated in around 20 public speeches
- Hosted a dinner event that contained more than 500 people. Company Profile: [https://www.nuskin.com/en\\_US/home.html](https://www.nuskin.com/en_US/home.html)

- **Sales Representative**

Tripel Jewel Co.,Ltd | Aug 2007 - Apr 2008

- Dealt with the international trade among Europe, the United States, China, and Taiwan.
- Developed new products: manufacturer sourcing, sample development, design, lead time, mass production, QC, and delivery
- Delivered samples to meet international certifications, e.g., EN71, SGS, CE, etc.
- Responsible for the gifts product line, such as highlighter, printings, and toys for Christmas seasons.
- Used Gantt chart and Excel to manage projects

## **Education & Training**

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2022 - 2022

- **University of Exeter Business School**

Exchange program of MBA, Digital Marketing & Strategic Sales Management

2021 - 2022

- **Audencia Business School**

Master (Bac+5), International Business and Marketing

2003 - 2007

- **National Taipei University**

Bachelor (Bac+3), Economics