



Xiaoyang Wang

Country Manager China at Rouje

Paris, France

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Languages

English

French

About

Hope to meet more talents here to improve myself.

BRANDS WORKED WITH

Burberry

Carven

DEUX PARTIES

Fashion.Ifeng

Gucci Group Watches France

HSP SUD

La Bouche Rouge, Paris

Panda

Pourchet Paris

Rouje

Experience

● Social Media Manager APAC

DEUX PARTIES | Jan 2022 -

- Development on the strategy plan focusing on Chinese market
- Creation of marketing calendar and launch different activities for important occasions
- Coordination with creative agency to make adapted content
- Monthly gifting and organization of PR event with influencers
- Online store optimization (design / image / wording / category / layout)
- Management with wholesale partners to do different promotional activities

Manu Atelier: 50% follower growth on Redbook within 1 year / Engagement - 35% growth / Influencer Post Rate: 80% VS 30%
 WHITEBIRD: 0 to 2K followers in 8 months (purely organic without giftings or any other activities) / Next plan on Wechat Store

● Country Manager China

Rouje | Feb 2021 - Jan 2022

- Elaboration of marketing plan dedicated to the Chinese market
- Management of the editorial and visual content for the brand's social media
 - Rouje : 70 K - within 1 year while staying the top among its competitors
 - Jeanne Damas : 80 K - within 1 year with high engagements
- Management of the Wechat store: site layout and promotional animations
- Relational maintenance with the buyers and VIP clients: 200% growth within 2 months
- Coordination with the qualitative partners for the offline activities in China
 - Pop - up in Shanghai
 - Pop - up in Beijing
- Go-to-market strategy of T-mall launch for the brand

● Community & Content Manager

La Bouche Rouge, Paris | Jan 2018 - Jan 2021

● Manager of Influencer

Panda | Oct 2017 - Dec 2018

- Producer of the collaboration for GQ with ZHANG Yixing et Valentino, Fashion Week
- Producer of the collaboration for Lancel with Yuhe, Festival de Cannes 2018
- Business development : strategy presentation, negotiation, product placement, follow-up and evaluation of the results
- Idea creation of digital content: script, shooting, and editing
- Management of commercial collaborations for the influencers : program, activities, travels

● **Assistant of Marketing and Communication**

Pourchet Paris | Jul 2017 - Oct 2017

- Translation of the texts for the official site in China
- Strategic digital contents both in French and Chinese
- Contribution of brand visual images for social media
- Mensuel social media reports in multiple languages
- Management of the relationship with international clients
- Management of social media accounts on Wechat, Weibo (content and image)
- Collaboration with French and international bloggers

● **Editor Assistant**

Fashion.Ifeng | Jul 2016 - Sep 2016

- Participation in the fashion shows for social media contents and images
- Interviews with Chinese stars for social media contents to share with the community
- Management of relationships with brands for business collaborations
- Contribution of contents on social media platforms of IFeng account



● **Sales Consultant**

Carven | Jun 2016 - Aug 2016

● **Account Relationship Manager**

HSP SUD | Feb 2016 - Feb 2018

- Management of the contacts of both VIP clients and suppliers
- Negotiation of contracts and close agreements to maximize profits
- Ensure the timely and successful delivery of satisfying solutions according to customer needs and objectives



● **Sales Consultant**

Burberry | Dec 2015 - Feb 2016

● **Sales Consultant**

Gucci Group Watches France | Jul 2015 - Nov 2015

Education & Training

2014 - 2018 ● **Rennes School of Business**

Master's degree,

2010 - 2014 ●

Bachelor's degree,