



蔡潇邦 ChopinChoi

电话: +86 13988979929

微信: chopinchoi

邮箱: chopinchoi@live.com

个人网站: <https://www.chopinchoi.com>

所在地区: 上海市长宁区

简介 Introduction

3年头部FMCG品牌运营经验, 管培生入职对产品从生产到上市及运营有全面认知, 具备数字矩阵、媒体投放和营销项目的实战经验, 并在过去3年全程参与新品牌快速成长至明星品牌 (0-12.5e)。精通B2C方法、内外部&上下游沟通, 有强烈的品牌建设意识, 能快速进入角色并独立领导多个项目, 擅长换位思考并解决难点以推动项目进度。

审美强、具备网感, 能懂得分寸的营销, 英语可作为工作语言。

教育经历 Education

米兰圣心天主教大学 Università Cattolica del Sacro Cuore UCSC, 2020

MASTER OF GLOBAL BUSINESS MANAGEMENT 国际商务管理硕士, 入学奖学金

泰国东方大学 Burapha University, 2016

BACHELOR OF GLOBAL BUSINESS COMMUNICATION 国际商务传播学士, 荣誉毕业生, 优秀绩点奖学金

工作经验 Work Experience

统一企业, 上海, 产品经理/数字营销官, 2021.7 至2024.3

职责业绩:

1. 线上项目管理 (ATL 40%)

- CRM项目组 (品牌微信生态): 小程序商城+微信公众号+视频号+小程序+企微社群链路打通, 持续拉新+留存, 包括朋友圈广告、红包封面等玩法;
- 私域运营: KOC培养+内容输出转公域平台 (企微-微博/小红书)
- 线上传播项目: TVC拍摄从briefing、脚本到拍摄与投放的全程把控; NFT (数字藏品) 项目
- OTV投放合作: 热剧预测甄选、现场物料布置把控, 以及IM资源整合;
- 淘/微/红平台种草、小红书联名合作项目, 小红书笔记增长**10000+**, 22年品类搜索排名**Top1**;
- 公益活动: 与公益IP联名合作, 资源互换, 联名包装等, 推文制作等EPR留资;
- 双微/小红书等社媒平台运营: 运营期间双微涨粉**10w+**, 小红书**2w+**;

2. 全国线下活动管理 (BTL 30%)

- 线下路演、快闪活动策划、设计、目标定制、SOP撰写及物料审核，年均全国70场+线下推广活动触达**5千万+**人次，达成曝光**2亿+**；
- 线下联名活动，如漫展和各类节日event监管、把控和支持
- 线下活动on-site支持：访问、观察和反馈及优化

3. 产品管理、产品优化、生产协调 (PM 10%)

- 新SKU管理，跨部门沟通，产销预估及生产协调，区域运输协调
- 新品上市Campaign策划支持，**首年销售破5000w**
- 产品地区化管理localization：根据地区偏好差异优化产品，包括包装优化打样签样等

4. 品牌运营和上下游沟通 (BO 20%)

- POSM制作&优化&同步下发，售点陈列要求&检验等，赋能销售团队，检验和反馈销售质量
- 品牌数字营销计划制定和下发
- 品牌物料包括电商文描审核、优化等，以及电商直播、官旗活动支持
- 品牌物料审核负责人，SOP、VI等品牌规范制定及下发包括：活动执行手册，品牌元素审核规范，内容创作规范和建议，品牌视觉标准等

学术报告 Research

佰草集品牌发展策略研究，2023

国际危机管理 Intercultural Crisis Management: Social Media and the Public in China, 2020

Girl child problem in Asia, 2016

Gender Equality, 2016

关于文化&平权的探索和研究。

其他 Others

中国市场营销经理资格证书，中国人民大学&中国市场营销协会 Marketing Manager Professional Qualification Certificate, AMMA (Alliance Marketing & Management of America 美国市场&管理协会)

关于我 About me

多年的留学经验给与我较强的沟通能力和适应能力。喜欢将生活、事物在能力范围内优化到更好，“认真”和“不将就”是周围同事和朋友给我的评价。喜欢设身处地的为他人思考，做事不拖沓，多次被合作代理商、广告商评为“最想合作的甲方伙伴”。

English CV

Name: 蔡瀟邦 ChopinChoi

Tel : +86 13988979929

WeChat : chopinchoi

Email : chopinchoi@live.com

Web : <https://www.chopinchoi.com>

Address : JianTao Plaza, Changning, Shanghai

Introduction

Dynamic marketing specialist with over 3 years of experience in FMCG brand operations, digital marketing, and project management. Hands-on experience in digital metrics, media placements, and marketing projects, and have been fully involved in the rapid growth of a new brand to a star brand (0–1.25billions) over the past 3 years. Proficient in B2C methodologies and Skilled at internal and external communication, I possess a strong awareness of brand building and can quickly adapt to roles and independently lead multiple projects. I'm good at in empathetic thinking and problem-solving, passionate in driving project progress.

With a keen aesthetic sense and a knack for trendy perceptions, I applied effective innovative strategies with deep understanding of digital platforms in China.

Fluent in English and Mandarin.

Skills

- Digital Marketing & SEO: digital automation tools/CRM & socials
- Project Management
- Product management (FMCG–F&B)
- BTL marketing: events and pop-ups
- English & Mandarin (Fluent), Italian & Thai (Limited)

Education

- **MSc in Global Business Management**, Università Cattolica del Sacro Cuore, Italy (2020)
- **BA in Global Business Communication**, Burapha University, Thailand (2016)

Professional Experience

Uni-President, Shanghai, Product Manager/Digital Marketing Officer, July 2021 – March 2024

1. Online projects with agencies(40%)

- **Branding in WeChat Ecosystem:** Project aimed at attracting and retaining customers through innovative methods that covers all approaches in WeChat.
- **CRM Operations & Social Media:** Develops influencers within the community and shares content across platforms
- **NFT (Non-fungible Token) Initiative**
- **TVC production:** Oversees the TVC production, from the initial briefing and scriptwriting to the filming and placement.
- **OTV placement:** Including selecting popular shows, arranging on-site materials, and leveraging instant messaging resources.
- **Social platforms:** Significantly increasing brand visibility (10,000+ new UGCs and Top 1 search ranking in its category for 2022 on Little Red Book).
- **CSR projects:** partnering with charity co-op efforts to enhance brand credibility.

2. Offline Events(30%)

- **Pop-up sales:** Coordinates over 70 national events yearly, engaged directly with over 50 million customers and generate significant brand exposure.
- **Co-branding Events:** Organizes co-branded offline events for special occasions and festivals, enhancing brand interaction and consumer experience.

3. Product optimization & production coordination(10%)

- **Product management:** Handles new product introductions, ensuring smooth coordination across teams, need&demand forecasting, and regional transportation coordinating.
- **NPL:** Successfully launches new products with campaigns that hit significant sales milestones in the first year (50million).
- **Localization:** Managing product localization based on regional preferences, including optimizing packaging design and samples.

4. Brand general operations(20%)

- **POSMs:** Overseeing the production, optimization, and distribution of POSMs, ensuring compliance with display requirements and quality standards, empowering sales teams with regulation & confidence.
- **Digital marketing plans** for the brand.
- Reviewing and optimizing brand materials for e-commerce, including copywriting and supporting e-commerce live streams and flagship store activities.
- **Brand asset:** SOPs, VIs, and Roadshow manuals, as well as guidelines for content creation, and VI.

Certificate

Marketing Manager Professional Qualification Certificate, Chinese Association of Market Development, 2023

Personal Statement

Years of international study trained my communication and adaptability skills, I thrive on discovering new concepts and integrating them into work. Proficient in public risk management and adequate knowledge of business law & ethics to ensure the healthy growth of brands.

Strong empathetic communication skills & sophistication have earned me “who do you want to work with the most” reputation from the third party agencies.

Feel passionate about making things better.