

8+ years of end-to-end B2B tech marketing experience, with deep expertise in the SaaS/aPaaS sector. Proven track record across both in-house (leading tech giant) and agency roles, specializing in building brand systems, sales funnels, localized marketing strategies, and team management from scratch.

Well-versed in B2B go-to-market strategies in the Chinese market, with established industry resources. Led multi-million exposure marketing campaigns that drove simultaneous growth in lead volume, revenue, and brand awareness, with strong data-driven decision-making and cross-functional collaboration capabilities.

## Professional Experience

### BINGO (HK) | Marketing Team Lead

Remote Contract, May 2025 – Feb 2026

- Led end-to-end marketing operations, built a fully standardized workflow from scratch, defined clear deliverable standards and timelines for all stages, significantly boosting team collaboration efficiency and project delivery stability.
- Established a reusable industry content library, standardized proposal templates, and unified external communication guidelines; implemented a 3-tier proposal review mechanism to ensure professional consistency, lifting core proposal first-pass approval rate by over 30% to support business growth.
- Spearheaded AI tool integration and efficiency innovation: built a dedicated AI toolkit for the team and designed scenario-specific Prompt engineering systems, cutting average proposal writing time by 5 working days while reducing repetitive labor costs.
- Owned team capability building and internal training: designed training courses around proposal logic, demand breakdown, and pitching skills to upskill the team; built a clear goal-oriented division of labor to foster a high-performance execution team.
- Led key client projects independently: deep-dived into Hong Kong government, public hospital, and large enterprise clients, owned end-to-end high-stakes proposal planning and English writing, delivering over HKD 4 million in signed contract value for core projects, laying a solid foundation for the company's growth.

### Shenzhen Yisi Brand Creative Co., Ltd. | To B Marketing Project Lead

Mar 2022 – Mar 2025

- Built the B2B marketing service line from zero, launched a "business-oriented + value expression + market education" service strategy, acquired 25+ enterprise clients from outreach to implementation, delivered 40+ marketing projects, achieved 99% on-time delivery rate and 95% client satisfaction, with multiple clients securing repeat cooperation and driving sustained profit growth for the business line.
- Translated complex technical advantages into actionable go-to-market solutions: deep-dived into client business scenarios, integrated technical strengths, and turned strategic planning into tangible lead generation plans via client case studies, white papers, and industry content marketing, driving sales lead conversion. Successfully facilitated a strategic partnership between an automotive client and a top-tier auto parts supplier, closing a tripartite cooperation with a renowned automaker and a Thai educational institution.
- Executed full-funnel marketing for clients: planned and delivered end-to-end offline industry summits, tech salons, built online-offline integrated lead funnels, maintained partnerships with third-party service providers, professional media, KOL/KOCs to support business expansion, driving simultaneous growth in client brand awareness and lead volume.
- Implemented data-driven optimization: built marketing performance tracking systems for clients based on different lead acquisition scenarios and channels, optimized delivery strategies and content direction, provided decision support for budget allocation and strategy iteration, maximizing marketing ROI.

### Shenzhen Alltop Network Technology Co., Ltd. | Brand PR Manager

Dec 2020 – Feb 2022

Product & Business: aPaaS low-code platform for digital transformation services

- Led product system building and brand strategy: based on product technical characteristics, led product system setup, participated in brand upgrade projects, delivered brand messaging frameworks, standard corporate introductions, sales playbooks and other end-to-end collaterals, unified internal and external communication, and aligned brand strategy with target enterprise customer needs.
- Planned and executed major brand activities: led the "10th Anniversary & Brand Upgrade Online Launch Event" and other key initiatives, owned the communication and marketing segment, planned pre/post-event communication rhythm, coordinated content, channels and social operations, achieving 20M+ total cross-channel exposure, 200K+ live viewers, 1K+ qualified leads, with total communication cost controlled under RMB 500K.
- Owned digital marketing operations: built an official website-centric lead generation digital marketing system, conducted SEO/SEM keyword selection, optimized website functions, mapped consumer lead retention paths, ultimately lifting brand Baidu index by 3x and website traffic by 200%, directly driving sales lead growth.
- Expanded and maintained core media resources: built partnerships with mainstream financial and tech media, vertical research institutions, selected and participated in key industry events, awards and evaluations, planned on-site speaking content, collected on-site promotion materials, and executed post-event media distribution.
- Drove data-driven marketing: planned a "Coverage - Leads - MQL - SQL" full-funnel data tracking model, supported the implementation of a marketing data center, connected marketing to sales lead flow and source tracing, enabling lead quality grading and conversion node monitoring.

### Tencent Cloud · CODING (Acquired by Tencent Cloud) | Marketing Manager

Apr 2018 – Mar 2020

Product & Business: DevOps development management SaaS tool

- Led growth marketing: planned display advertising content, delivery and data analysis, expanded and managed KOL/media resources, owned creative script and content output, reviewed delivery strategy effectiveness, sorted funnel data, lifting platform traffic by ~7x and registered users by ~4x within 6 months.
- Organized offline activities: regularly planned and hosted tech salons with industry partners, owned end-to-end processes including content theme planning, guest invitation, event promotion, venue booking and on-site organization. Hosted 20+ offline events nationwide during tenure, with a single event attracting 1,000+ users.
- Managed industry event participation: oversaw participation in industry exhibitions and summits, followed up on registration, booth setup, on-site visitor reception, accumulated client interaction materials and managed post-event promotion. Attended nearly 40 events during tenure with no major incidents.
- Built marketing content assets: owned daily content system construction, including product value refinement, operation manuals, operation Demos, exhibition brochures, corporate short videos and external presentation materials, ensuring content accuracy, balancing product language and application scenario value, and promoting business target improvement.

## Education

### Master's Degree

Goldsmiths, University of London | Creative and Cultural Entrepreneurship - Leadership  
May 2016 – Nov 2017

### Bachelor's Degree

Jingdezhen Ceramic University | Chinese Painting  
Sep 2011 – Sep 2015

## Core Competencies

- Marketing Strategy & Localized Execution
- Content System & Process Building
- Data-Driven Efficiency Optimization
- Team Management & Enablement
- Cross-Regional Collaboration & Bilingual Proficiency
- Quality Control & Proposal Management