

Hancheng Liu

Job Objective: Marketing / Brand PR/ Business Development

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EDUCATION

ZHENGZHOU UNIVERSITY

Undergraduate Self-educated

Zhengzhou, China

Bachelor of Finance

Sep.2020 – Dec.2024

Core Courses: International Finance, Marketing, Financial Management, Banking Accounting, Linear Algebra, Probability Theory & Mathematical Statistics

KAIFENG UNIVERSITY

Full-time Higher Education

Kaifeng, China

Diploma of Finance and Insurance

Sep.2009 – Jul.2012

Core Courses: Principles of Management, Principles of Insurance, International Economics and Trade, Financial Markets, Basic Accounting

PROFESSION EXPERIENCE

Shenzhen Feidianda Technology Services Co., Ltd.

Shenzhen, China

Marketing Manager

Jun.2024 – Nov.2024

1) Architecture & Content Strategy (Strategic Growth)

- **Spearheaded** the establishment of the split-type shared charging station business line from scratch; architected the department organizational structure and defined the comprehensive Corporate Visual Identity (VI) system.
- **Orchestrated** a multi-channel content marketing matrix to enhance brand presence and drive consistent cross-platform engagement.

2) Sales Enablement & GTM Toolkit (Commercial Support)

- **Developed** a full suite of Go-to-Market (GTM) toolkits, including product manuals, investment pitch decks (BP), and strategic partnership proposals, ensuring seamless sales execution.
- **Empowered** the investment and operational phases of charging station projects by providing end-to-end marketing support and commercial collateral.

3) Product Synergy & Lifecycle Management (Cross-functional)

- **Collaborated** closely with R&D teams to define UI/UX requirements and functional Product Requirement Documents (PRD) for supporting Mini-programs and Apps.
- **Streamlined** the product development lifecycle, ensuring the successful launch and iterative optimization of integrated hardware-software solutions.

Core Business: R&D, manufacturing, investment, construction, and operation of split-type shared charging stations.

Shenzhen Debao New Energy Technology Co., Ltd.

Shenzhen, China

Marketing Manager

May.2022 – Mar.2024

1) Strategic Planning & Marketing Ecosystem (Leadership)

- **Formulated and executed** integrated annual global marketing strategies; managed budget allocation and established standardized departmental operational mechanisms.
- **Orchestrated** the decomposition and execution of marketing KPIs, ensuring synchronized growth across domestic and international markets through comprehensive online/offline strategic planning to meet corporate business objectives.

2) Sales Enablement & Lead Generation (Growth & ROI)

- **Architected** the official website and social media matrix, significantly enhancing brand authority; spearheaded the planning and execution of 4 large-scale offline store launches and industry exhibitions..
- **Drove a nearly 300% increase** in B2B sales lead generation (Leads) within 6 months through precision content marketing and strategic media relations, providing a high-conversion foundation for the sales frontline.

3) Overseas Expansion & Cross-Border E-commerce (Go-to-Market)

- **Led the "from 0 to 1" setup** of energy storage product lines on cross-border platforms, including Amazon and independent Shopify sites (DTC)..
- **Managed high-impact global crowdfunding campaigns** on Kickstarter and Makuake; collaborated with international KOLs/influencers for PR promotion, achieving a dual breakthrough in brand exposure and sales conversion.

4) User Insights & Product Iteration (VOC & Strategy)

- **Analyzed** operational data and Voice of Customer (VOC) to generate in-depth market research reports, providing critical feedback to R&D and product departments.
- **Steered** product iterations based on market intelligence to ensure offerings precisely aligned with the evolving demands of overseas markets.

Core Business: R&D, manufacturing, and sales of energy storage products and accessories.

Beijing New Cooperation Commercial Development Co., Ltd.

Shenzhen, China

Commercial Research & Strategy Manager

Sep.2020 – Apr.2022

1) Government-Enterprise Partnership & Project Initiation (To-G)

- **Conducted** pre-investment research and compiled comprehensive feasibility study reports for large-scale underground Civil Air Defense (CAD) commercial and logistics projects.
- **Orchestrated** strategic site surveys across 38 locations in 8 provinces and 17 major cities (including Shenzhen, Shanghai, Hangzhou, etc.); successfully initiated and secured formal approval for 12 key projects.

2) Data Modeling & Investment Returns (Financial Acumen)

- **Architected** a multi-tier city commercial value assessment model, which was officially endorsed by executive leadership and implemented nationwide as a standardized evaluation tool.
- **Facilitated** the successful signing of 4 commercial network projects, with verified ROI consistently exceeding 10% through rigorous financial modeling and sensitivity analysis.

3) Policy Intelligence & Internal Enablement (Strategy & Training)

- **Tracked** real-time industry trends and regional policies to extract actionable insights for Government Relations (GR) and commercial negotiations, maximizing project interests and policy alignment.
- **Delivered** periodic professional training sessions to business units and parallel departments, facilitating internal knowledge transfer and significantly enhancing the team's overall operational capabilities.

4) Cross-functional Synergy & GTM Execution (Lifecycle Management)

- **Collaborated** across business lines with external operation teams and downstream partners to define project positioning and
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Go-To-Market (GTM) strategies.

- **Integrated** the end-to-end business chain to ensure seamless project delivery, achieving pre-defined operational milestones and sustainable business growth.

Core Business: Investment, development, and operation of underground commercial streets, neighborhood centers, and logistics projects.

Shenzhen Rongjiang Industrial Co., Ltd.

Shenzhen, China

Commercial Planning Supervisor

Feb.2017 – Aug.2020

1) Strategic Asset Lifecycle Management

- **Oversaw** the full lifecycle milestones for 8 large-scale commercial projects within the group, ensuring high-quality delivery aligned with strategic timelines.
- **Spearheaded** initial market positioning, investment financial modeling (ROI analysis), and comprehensive marketing strategies to ensure project viability and competitive edge.

2) Business Empowerment & Portfolio Growth

- **Deeply** integrated into the "Positioning-Leasing-Operation" closed-loop; empowered frontline leasing teams by formulating rental policies and commercial contract terms.
- **Secured and onboarded** anchor tenants including global brands such as KFC and Wanda Cinemas; expanded the group's self-held commercial portfolio from 70,000 sqm to 220,000 sqm.
- **Drove rental premiums of 20%-30%** through refined operations and **Asset Enhancement Initiatives (AEI)** for brownfield projects, significantly increasing asset value.

3) Vendor Management & Resource Orchestration

- **Coordinated** with external agencies (advertising, PR, and event execution); established a rigorous progress tracking and outcome auditing mechanism to ensure service quality.
- **Evaluated the ROI** and market impact of all promotional activities, optimizing marketing spend through data-driven performance assessments.

4) Industry Research & Strategic Intelligence

- **Led the establishment** of a centralized market intelligence database; conducted specialized feasibility studies on innovative business models such as Co-working spaces and Eco-markets.
- **Provided data-backed strategic insights** to executive leadership, facilitating informed decision-making for new business ventures and long-term expansion.

Core Business: Comprehensive real estate investment, commercial asset management, and integrated property services.

Shenzhen Shifang Commercial Real Estate Consulting Co., Ltd.

Shenzhen, China

Senior Planner (Promoted from Assistant Planner)

Aug.2012

– Jan.2017

1) Market Research & Competitive Intelligence (Data-Driven Strategy)

- **Spearheaded** the development of high-quality market positioning reports and comprehensive competitive landscape analyses.
 - **Synthesized** customer data through periodic audits (daily/monthly/quarterly) to provide precise data guidance and strategic roadmaps for the frontline sales teams.
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2) GTM Strategy & Pricing Architecture (Project Orchestration)

- **Played a pivotal role** in the end-to-end management of 12+ commercial projects, categorized by project lifecycle (including 5 projects in the pre-launch/incubation phase and 7 in the mature strategic planning phase).
- **Conceptualized** tenant mix and trade-mix zoning plans; developed sophisticated sales pricing models, rental structures, and promotional schemes to optimize asset attractiveness and market absorption.

3) Marketing Execution & On-site Operational Support

- **Exercised stringent control** over key milestones within the marketing and promotion calendar; managed creative and event agencies to ensure the seamless execution of high-impact marketing campaigns.
- **Provided on-site crisis management** and tactical support to resolve unforeseen leasing and sales challenges, ensuring the project remained on track to meet aggressive delivery schedules.

Core Business: Marketing planning and consulting for commercial real estate projects.

SKILLS & COMPETENCIES & INTERESTS

Languages: CET-4

Software Proficiency: Word, Excel, PowerPoint, Project, Xmind

Design Tools: CAD, Photoshop

AI Tools: ChatGPT, Gemini, Midjourney, Stable Diffusion

Interests: Travel, Reading, Mountain Climbing, Football

SELF-INTRODUCTION

- **Versatile Marketing Leader** with 13 years of experience in marketing and project strategic planning, including 6 years in a leadership role. Expert in building market systems from "0 to 1" and executing Go-to-Market (GTM) strategies with a focus on meticulous work plan formulation and milestone decomposition.
- **Expertise in Full-Spectrum Marketing:** Proficient in industry research, market intelligence, multi-channel advertising, event orchestration, and commercial negotiations. Strong track record in contract drafting and strategic brand positioning.
- **Dual Competency in To-G & To-B:** Extensive experience in government relations and key account (B2B) management. Skilled in conducting macro/micro market research, financial investment modeling (ROI analysis), and crafting high-impact business proposals to empower frontline sales teams.
- **AIGC-Driven Efficiency:** Advanced practitioner in utilizing AIGC tools to optimize daily operations, including copywriting, commercial visual generation, and data analytics. Proven ability to lead teams through digital marketing transformations and adapt to rapid technological iterations.
- **Resilient & Collaborative:** Excellent cross-functional communication and stakeholder management skills; highly adaptable to fast-paced, high-pressure environments and evolving business landscapes.