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教育背景

伦敦大学学院 University College London

伦敦, 英国

管理学学士

2017.09-2020.06

- Accounting and Finance
- 专业成绩排名前十
- 相关课程: 金融会计学、投资银行业务、宏观及微观经济学、决策分析等

伦敦大学学院 University College London

伦敦, 英国

管理学学士

2017.09-2020.06

- Human Resources Management
- 专业成绩排名前十
- 相关课程: 组织行为学、绩效管理、薪酬管理、培训与开发等

工作经历

金知资本

北京, 中国

海外市场营销总监

2023.03-2026.03

- GTM 与品牌建设:成功主导产品在北美/非洲市场的整合营销传播(IMC)策略制定与执行,通过精准的 KOL 营销、社交媒体广告和平台联合促销,使产品在上市首季度即达成 120% 的销售目标,市场份额迅速进入品类前五
- 数据化营销优化:管理年度超 200 万美元的线上营销预算(TikTok,Instagram,Facebook),通过 A/B 测试与转化漏斗持续优化,将线上获客成本(CAC)降低,同时将营销贡献销售额占比提升 30%
- 沟通协作与出差执行:与海外客户、合作方保持高频沟通,及时了解需求及痛点

币安 Binance

海外市场商务

2020.03-2023.02

- 负责越南、印度尼西亚、俄罗斯、土耳其海外市场 70+渠道 kol 寻找议价签订合同
- 负责越南、印度尼西亚、俄罗斯、土耳其大渠道维护,月度累计交易量 500+million USD
- 负责越南、印度尼西亚、俄罗斯、土耳其海外用户社群拉新增长运营,月度累计增加用户 5000+
- 负责越南、印度尼西亚、俄罗斯、土耳其海外社交媒体投放,管理 20+账号;完成内容协调与进度管控,月度累计浏览量 3+million

华兴资本

北京, 中国

实习生

2018.06 - 2018.09

- 行业研究和项目 BD, 扫描超过 100 家初创企业,并最终成功推荐 4 个项目
- 协助执行项目,包括初期财务、法务与经营性尽职调查与材料准备,协助投资人推广对接(中英文)、撮合交易中的沟通工作(中英文),并与其他专业第三方机构合作

- 参与商务谈判与交易架构的制定，撰写相关文档和搭建相关模型，包括：投资人名单、商业计划书（中英文）；建立财务与经营预算模型、估值模型、交易模型，并撰写分析报告、谈判意见书等

项目经历

跨境电商平台创业项目

负责人

- 背景:利用大学创新创业项目基金,组建团队,尝试将文创产品通过跨境电商平台出口至拉美市场
- 市场调研:带领团队分析目标市场消费偏好与物流模式,确定产品定位与价格区间
- 客户拓展:负责英文店铺运营与客户沟通,累计获取 500+海外订单,获得校级创业基金支持

学生活动

伦敦大学学院 University College London

伦敦, 英国

学院学生会宣传部长

2017.12 - 2018.06

技能

- Ms office, Bloomberg, ceic, wind, Capital IQ
- 特许公认会计司 ACCA, 金融风险管理师 FRM; 普通话、英语(雅思 7.5)
- 国际贸易流程、外贸单证及跨境支付方式

Chen (Kathy) Zhao
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Educational Background

University College London

London,UK

Bachelor of Management

2017.09-2020.06

- Accounting and Finance
- Ranked in the top 10 of major
- Courses: Financial Accounting, Investment Banking, Macroeconomics and Microeconomics, Decision Analysis, etc.

University College London

London,UK

Bachelor of Management

2017.09-2020.06

- Human Resources Management
- Ranked in the top 10 of major
- Courses: Organizational Behavior, Performance Management, Compensation Management, Training and Development, etc.

EMPLOYMENT EXPERIENCE

GICC

Beijing,China

Overseas Marketing Director

2023.03-2026.03

- GTM and Brand Building: Successfully led the development and execution of Integrated Marketing Communications (IMC) strategies for the product in the North American/African markets. Through precise KOL marketing, social media advertising, and platform joint promotions, the product achieved 120% of its sales target in the first quarter after launch, and its market share quickly entered the top five in the category.
- Data-Driven Marketing Optimization: Managed an annual online marketing budget of over \$2 million (TikTok, Instagram, Facebook). Through A/B testing and continuous optimization of the conversion funnel, the company reduced online customer acquisition cost (CAC) while increasing the marketing contribution to sales by 30%.
- Communication, Collaboration, and Business Trip Execution: Maintained frequent communication with overseas clients and partners to understand their needs and pain points.

Binance

Overseas Marketing Business Development

2020.03-2023.02

- Responsible for finding, negotiating, and signing contracts with 70+ KOLs in overseas markets (Vietnam, Indonesia, Russia, and Turkey).
- Responsible for maintaining major channels in Vietnam, Indonesia, Russia, and Turkey, with a monthly cumulative transaction volume of 500+ million USD.
- Responsible for user community growth and development in Vietnam, Indonesia, Russia, and Turkey, with a monthly cumulative user increase of 5000+.

- Responsible for social media advertising in Vietnam, Indonesia, Russia, and Turkey, managing 20+ accounts; coordinating content and controlling progress, with a monthly cumulative pageview of 3+ million.

China Renaissance

Beijing, China

Intern

2018.06 – 2018.09

- Industry research and business development (BD): Scanned over 100 startups and successfully recommended 4 projects.
- Assisted in project execution, including initial financial, legal, and operational due diligence and document preparation; assisted with investor outreach (in both Chinese and English); facilitated communication during deal facilitation (in both Chinese and English); and collaborated with other professional third-party agencies.
- Participated in business negotiations and transaction structuring; drafted relevant documents and built related models, including: investor list, business plan (in both Chinese and English); established financial and operational budget models, valuation models, and transaction models; and drafted analysis reports and negotiation proposals.

Project Experience

Cross-border E-commerce Platform Startup Project

Leader

- **Background:** Utilized university innovation and entrepreneurship project funds to build a team and attempt to export cultural and creative products to the Latin American market through a cross-border e-commerce platform.
- **Market Research:** Led the team to analyze target market consumer preferences and logistics models, determining product positioning and price range.
- **Customer Development:** Responsible for English store operation and customer communication, accumulating over 500 overseas orders and receiving support from the university's entrepreneurship fund.

STUDENT EXPERIENCE

University College London

London, UK

Director of publicity, student union

2017.12 – 2018.06

SKILLS

- Ms office, Bloomberg, ceic, wind, Capital IQ
- ACCA (Association of Chartered Certified Accountants), FRM (Financial Risk Manager); fluent in Mandarin and English (IELTS 7.5)
- Familiar with international trade processes, foreign trade documents, and cross-border payment methods