



You want to find **someone**.

Tell her the business goals.

She fills in the blanks: **background, structure, people, timeline, budget...**

Milestones into specific plans, plans into daily works.

You receive **stage-gate updates**, project review docs, detailed data panels, SOPs automatically.

You want to expand scopes, change directions, add something new into the mix.

You expect her to explore **new demands, new channels, develop new tools and new skills** in a short time.

You want to find someone **who evolves that way**.

INTRODUCING

Agentic AI USER

CHARLOTTE CHI

A DYNAMIC B2B CONTENT & DIGITAL MARKETER

PORTFOLIO LINKS

Visit Portfolio Site

[Global](#) →

[China](#) →

Project From Zero to One

[Building a Brand's Digital Ecosystem\(Website, SEO, SEM and Social Media\)](#) →

Earlier Projects

[Content Strategy](#) | [Content Matrix](#) | [Creative Campaign](#) →

HOBBIES

Purposeless reading as a form of decompression
Historical documentary
Marketing devotee
Cats
Amateur writer
Microeconomics
Bicycling
RPG & strategy games
Sleep
Explore new technology
Agentiic AI
Watch old classic movies
Sci-Fi/Deduction/Crime enthusiast
Wander through the light rain and enjoy
Interacting with strangers from different Industries

SKILLS

Content Marketing

Content Strategy | Storytelling | Campaign Planning

Copywriting | Video Production | Design & Layout

Case Study | White Paper | Brand Narratives | AIGC

Digital Marketing

Website | SEO | Social Media

SEM | Lead Generation | CRM

Data Analytics | Automation | EDM

Transferable Skills

Project Management | Strategic Thinking

Cross-Domain Integration | AI Workfolow Devs.

Effective Communication | Localization | Bilingual

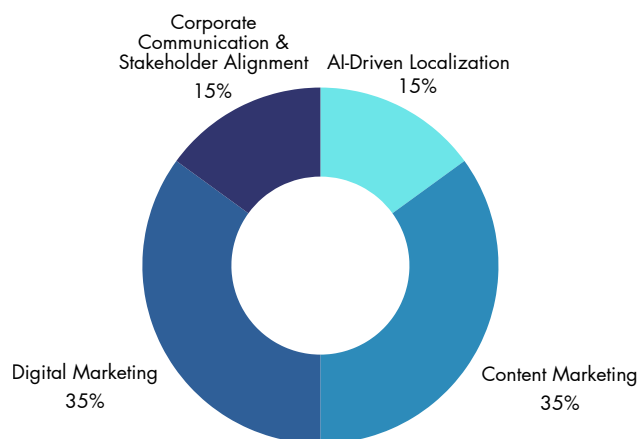
WORK EXPERIENCE >>>

MARKETING SPECIALIST

Content & Digital Project Owner

CAME CHINA

JUL. 2025 - MAY 2026



Brand Localization: Website 0-1

- Spearheaded the company's digital marketing function from zero — planned, built, and launched 2 bilingual websites (CN+EN) within 4 months, establishing the brand's first digital presence in China.

SEM & Performance Marketing

- Architected and managed SEM across Baidu, Bing, and Google. Full-funnel ownership from budget planning and keyword expansion through lead gen, MQL/SQL tracking, to data analytics and performance optimization.

SEO & Content Ecosystem

- Implemented SEO + GEO dual-engine strategy combining on-page technical optimization with an off-page content ecosystem for sustained organic visibility.

Multi-Platform Content & Social Media Operations

- Defined and executed content strategy across WeChat, Douyin, and Bilibili — producing articles, graphic design, and video aligned with brand identity and the buyer journey. Extended reach through KOL collaborations and industry forum contributions, adapting content format and tone to each channel's audience.

Offline Event & Exhibition Support

- Supported trade shows and industry exhibitions, from pre-event promotional content (invitations, social teasers) and on-site collateral preparation (brochures, banners, booth displays), to on-the-ground support including booth setup, client reception, and assisting the sales team with visitor engagement. Delivered post-event follow-up materials (recap articles, photo/video documentation).

ACHIEVEMENTS

6000+

Monthly Website Visits

1000+

Monthly SEO Visits

600,000+

Brand Impressions

100+

Sales Qualified Leads

20+

Direct Brand Inquires

”

.....Charlotte's professionalism and dedication were clear throughout. She learns incredibly fast, is highly efficient, creative yet logical, works independently without needing hand-holding, and proactively uses AI tools to speed up everything from content writing to data analysis. She's also a great communicator who collaborates seamlessly with colleagues.

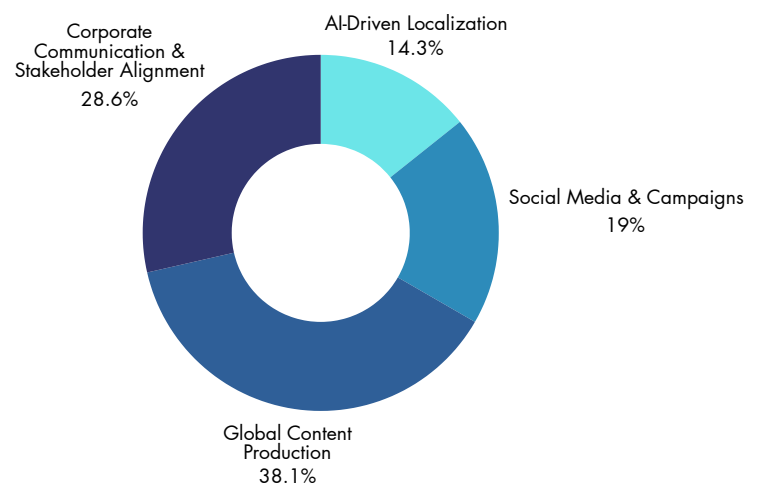
Rachel Yin

Marketing Manager of CAME China

GROUP MARKETING EXECUTIVE

TEKNOS GROUP

MAR. 2024 - AUG. 2024



Corporate Communication & Stakeholder Alignment

- Bridged EU Marcom team and China strategy through bilingual meeting mediation, enabling on-time project delivery via data-driven reporting and simultaneous translation.

Global/Local Content Production

- Developed digital/physical assets for global campaigns (including corporate communications & CSR projects), covering: requirements alignment meetings; content concepts/scripts; filming/photography; video production & animation; social media copy; and brochure/PDF/flyer design.

Channel Growth & Cross-Regional Campaign Execution

- Built 0→1 Tiktok channel strategy through business direction/platform audience/persona analysis.
- Engaged 8+ video/social media campaigns (Linkedin, Youtube, Instagram, Facebook; EN→CN/FR/DE) with EU Marcom teams; achieved 90% brand compliance across cultures.

AI-Driven Localization

- Scaled video localization for 5 EU markets using AI tools (timeline/subtitle/voiceover automation), reducing turnaround time by 35% versus manual processes.

KEYWORD HIGHLIGHTS

- Multicultural Collaboration | English-only Environment | Remote Stakeholder Management
- Creative Adaptation | Brand Guideline Implementation | Adobe Creative Suite
- Industrial Marketing Operations | MNC Process Fluency
- Global Platform Expertise | International Market Analysis | Content Localization Frameworks

PROJECTS & CHALLENGES

- How did Charlotte deliver cross-country project success as an individual contributor **in isolated work settings**?
- How did Charlotte deploy AIGC tools to **scale multilingual content** for global campaigns?
- How did Charlotte master **Canva animation and InDesign brochure design** within one week?



I warmly recommend Charlotte for similar and more demanding Marketing tasks. I assess her skills related to this role as very good. She was keen to learn about the business, proactive in moving projects forward and was great at presenting core messages in an accessible way to complex markets.

Suzie Upson
Head of Marketing of Teknos Group

SENIOR CONTENT MARKETING SPECIALIST

ALTEN CHINA

AUG. 2021 - FEB. 2024

Content Strategy, Standardization & Production

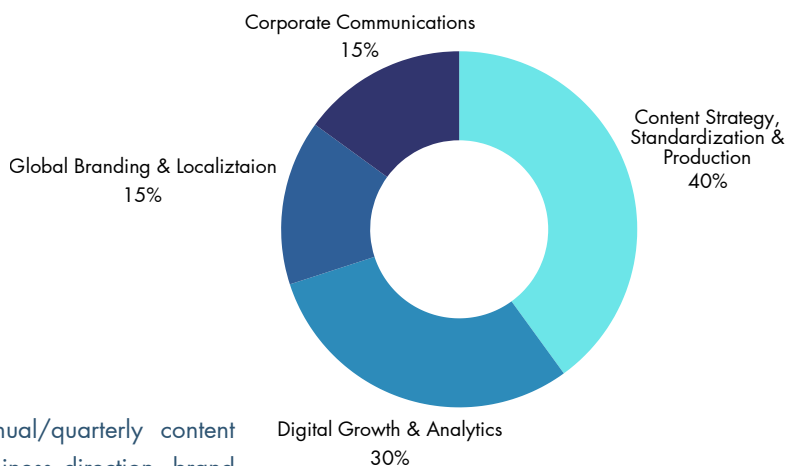
- **Developed strategic content structure:** Built annual/quarterly content matrices and monthly calendars aligned with business direction, brand positioning, and marketing strategy.
- **Managed full content lifecycle:** covering target setting, planning, creation, management, distribution, testing and optimization, and archiving (content asset pools).
- **Produced diverse content across 20+ formats:** videos, Infographics, brochures, flyers, social media posts, interviews, podcasts, livestreams, stories, PR articles, landing pages, Q&A...
- **Thought Leadership Production & Storytelling:** Created 30+ tech assets (whitepapers/case studies) and 50+ engineering stories.
- **Led 10+ localization and execution of cross-departmental/regional campaigns;** partnered with Sales, Engineering, Leadership, and HR teams on interviews, events, and video production.

Digital Growth & Analytics

- **Drove 186% YoY social engagement** (74% follower growth) via platform-specific optimization (WeChat, RED, Zhihu, Bilibili, LinkedIn...); trained 5 interns.
- **Launched bilingual website 2.0:** Led end-to-end development (EN/CN), managing 3 vendors and 18 stakeholders; achieved on-time go-live with 65% increase in SEO traffic, 2.1x avg. page dwell time, 32% budget savings, and 89% stakeholder satisfaction.
- **Set data benchmarks and analysis frameworks** for ALTEN China; developed comprehensive monthly social media and SEO performance reports; generated 100+ qualified leads for sales teams, and 500+ for recruitment teams.
- **Monitored PR** across multi-channel platforms and resolved 20+ negative online comments.

Global Branding & Localization

- **Led brand positioning refresh:** Translated group core values and visual guideline into China-market narratives, socialized strategy with key stakeholders.
- **Hosted brand workshop** for 30+ stakeholders, clarifying, discussing and deciding brand positioning, buyer personas, competitor analysis, and core messaging framework.
- **Localized and executed 3 global campaigns** for Chinese audiences, maintaining 90% core message consistency; provided local activity reports/assets for global utilization.



PROJECTS & CHALLENGES

How did Charlotte **independently steer the bilingual website relaunch**, resolving unexpected technical issues while coordinating global stakeholders?

How did Charlotte drive digital growth alongside brand alignment through **content matrices, asset production, and standardization?**

Charlotte's **3-step B2B content strategy framework** for multinational organizations.

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Charlotte drove content and digital marketing excellence with high OKRs. I trusted her to lead projects independently.

Jessica Lu

(Former) Marketing Director of ALTEN China

Charlotte's the right person for this role, she well connected our commercial targets and content pipelines.

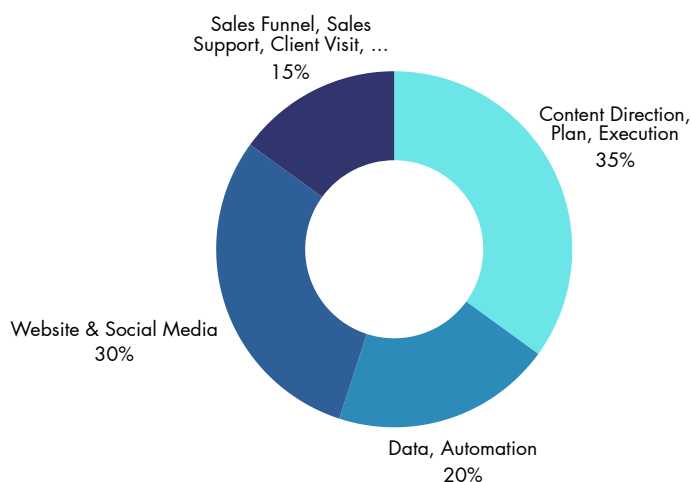
Meng Shen

Business Director of ALTEN China

CONTENT OPERATIONS SPECIALIST & COPYWRITER

YIZHONG TECHNOLOGY & GENTLEMEN MARKETING AGENCY

JUNE 2018 - JUL. 2021



Brand & Content Strategy (0→1)

Built content ecosystem from scratch for a remote freelancer job platform:

- Interviewed founders to define purpose/positioning/core values, created initial Visual Guidelines and brand narrative. Defined SEO keywords + content matrix across Website/WeChat/Weibo, extended to Xiaohongshu/Douyin/Zhihu. Spearheaded brand positioning research and architected omnichannel content strategy for FMCG, fashion, auto, and luxury clients.

Multi-Channel Content Operations - SaaS

- Produced 50–100+ assets monthly across long-form articles, social posts, PR releases, event copy, infographics, and sales collateral. Managed content across WeChat, Weibo, PR, H5 campaigns. Delivered end-to-end EN→CN localization + graphic design coordination, reducing design costs by 40%. Directed 1–2 interns to scale production while maintaining quality.

Demand Generation & Campaign Execution - Ads

- Executed 10+ KOL/KOC partnerships and product events with 95% on-time delivery. Led cross-functional launch coordination with UI/Product/R&D teams. Supported brand campaigns across FMCG (Lesieur), fashion (Volly), auto (Italdesign), and luxury (Jean Rousseau Paris/Kyllonen) clients.

Website & Lead Funnel Development

- Designed blog framework and built dual-platform lead funnel (WeChat APP + Web). Drove website development and cross-functional launch.

Data-Driven Optimization - SaaS

- Spearheaded competitive analysis and A/B testing to restructure high-impact content flow. Analyzed channel metrics to increase engagement by 33% through content optimization. Exceeded OKRs for brand visibility, SEO, and conversions.

EDUCATION

Bachelor of Economics

NINGBO UNIVERSITY OF FINANCE AND ECONOMIES | 2014 - 2018

- Outstanding Graduates
- Zhejiang Provincial Government Scholarship

LANGUAGE



MANDARIN
- Native -



ENGLISH
- Fluent -

- BEC-Higher
- CET 6 500+