

CHARLOTTE CHI

AI-Enabled Marketer · B2B & International Marketing

[Personal Site](#)

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6+ years marketing professional bridging **Content × Digital × AI**. Proven in building marketing systems from zero — launching bilingual websites, driving SEM/SEO growth, scaling content ecosystems, and executing global campaigns. Bilingual (EN/CN) with cross-cultural leadership in MNC environments. Passionate about **AI-enabled marketing** innovation.

◆ EXPERIENCE

CAME Automation Systems Digital & Content Project Owner 2025.07 – 2026.05

Industrial Automation (Italy) | Built company's digital marketing from scratch

- ▶ 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
- ▶ Architected and managed **SEM** across **Baidu, Bing, and Google** — from budget planning and keyword expansion to MQL tracking and performance optimization
- ▶ Implemented **SEO + GEO** dual-engine strategy combining on-page technical optimization with an off-page content ecosystem for sustained organic visibility
- ▶ Defined and executed **content strategy** across WeChat, Douyin, and Bilibili — producing articles, graphic design, and video aligned with brand identity and the buyer journey

TEKNOS Group Global Marketing Executive 2024.03 – 2025.06

Industrial Coatings MNC (Finland) | 100% English environment

- ▶ Led AI-driven video localization covering **5 EU markets** (Italy, Spain, Germany, France, Poland), reducing turnaround by **35%** while maintaining brand consistency across languages
- ▶ Produced and executed global campaigns across LinkedIn, YouTube, IG, and FB, achieving **90% brand compliance** with regionally adapted creative assets
- ▶ Built the **TikTok channel from 0→1** — audience analysis, content direction, and workflow setup from scratch
- ▶ Served as the **bilingual bridge** between EU Marcom and China stakeholders, facilitating cross-cultural alignment on messaging and campaign localization

ALTEN China Sr. Content Marketing Specialist 2021.08 – 2024.02

Engineering & IT Consulting (French MNC) | B2B 75% + B2C 25% | Managed 2–3 interns

- ▶ Orchestrated a full-funnel **content strategy** producing **30+ white papers**, **50+ engineer stories**, and 20+ content formats from infographics to video case studies
- ▶ Drove omnichannel distribution across WeChat, Xiaohongshu (Red), LinkedIn, Bilibili, email, and the website, delivering **~3X cross-platform exposure** and **58% YoY follower growth**
- ▶ Led the bilingual website 2.0 relaunch — IA restructure, SEO overhaul, UX redesign — achieving **+65% organic traffic**, **2.1X dwell time**, and **32% cost savings**
- ▶ Generated **100+ qualified sales leads** through gated content and nurture campaigns, plus **500+ recruitment leads** through employer branding content

Yizhong Technology / Gentlemen Digital Marketing (GMA) 2019 – 2021.07

SaaS / Ad Agency | Copywriter → Brand & Content Operations

- ▶ At **Yizhong Technology**, built B2B SaaS content operations from scratch while launching a B2C freelancer platform brand **0→1** — defining tone of voice, content framework, and audience segmentation
- ▶ At **Shengshi Marketing (GMA)**, delivered integrated campaigns for FMCG, automotive, and luxury clients, managing **100+ creative assets monthly** with **40% cost reduction** through workflow optimization
- ▶ Managed **KOL partnerships** and cross-platform content strategy, ensuring consistent brand messaging across all digital touchpoints

◆ SKILLS

🌐 Core Domains

Digital Marketing Content Marketing

B2B Marketing Brand Management

Growth Marketing

Integrated Marketing

🔗 AI & Digital

DeepSeek Claude Code

ChatGPT AI Video Localization

AIGC SEO SEM GA4 CMS

CRM EDM

🎨 Content & Creative

Copywriting Photoshop InDesign

Canva Video Production

Social Media

🌍 Languages

Chinese Native

English Fluent

◆ HIGHLIGHTS

- ✓ **B2B specialist** across 4+ industries (Industrial, ICT, SaaS, Consulting)
- ✓ **Full-funnel marketing** from awareness to MQL generation
- ✓ **Cross-functional project & stakeholder management** — bridging EU × China teams, agency coordination, intern mentorship
- ✓ **English working environment** (TEKNOS, ALTEN global collaboration)
- ✓ **AI early adopter** — live tool integration since 2024
- ✓ **Multilingual content ecosystem** across WeChat, Xiaohongshu (Red), LinkedIn, YouTube, TikTok, Douyin, Bilibili

◆ EDUCATION

Bachelor of Economics

Ningbo University of Finance &

Economics

2014 – 2018