

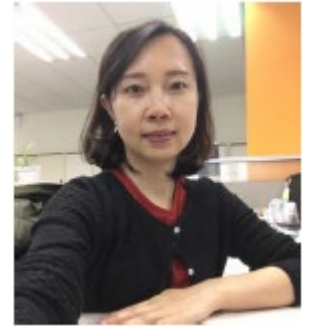
## PERSONAL INFORMATION

Jiannan (Charity) Qin, Female

Date of Birth: Jan 1980

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## WORKING EXPERIENCE:

**Aug-Nov 2019** Volunteer of Hua Yi International Education & Culture Ltd. New Zealand

**14-15 June 2019** Volunteer of Alibaba E-commerce Expo, New Zealand

**1 June - 31 July 2019** Student Mentor in Eastern Institute of Technology, New Zealand

**May 2019** Event coordinator in Eastern Institute of Technology, New Zealand

**Mar 2017— May 2018** Arc Glassware, China APAC Marketing Manager

### ***Key Responsibility***

- Luminarc product portfolio management with cross categories in APAC
- Establish new product roadmap development plan within APAC region: lead product manager for new product ideation, development, overall launch plan and performance review
- Identify and promote hero products for overall business growth: to work with agency to design yearly advertising and media plan to drive sales.

### ***Key Achievements:***

- Successful new product category launch in 3 months in 2017, contributing 5% of total sales
- New team development to secure 85% of total company sales contribution in 2017
- New product development plan to ensure 10% share of overall business in 2017

**Mar 2012— Mar 2017** American Standard, China

### ***Key Responsibility***

**Mar 2015—Mar 2017** American Standard Digital Marketing Manager – E-com

- Develop product/channel strategy for E-commerce channel to drive sales
- Full responsible for product portfolio management for E-commerce channel to meet product request for each platform
- Develop e-commerce marketing plan for key platforms with leveraging overall marketing brand plan resource
- Design marketing campaign with key platforms: such as Tmall brand day/Tmall 11.11/JD 618
- Category management mainly including product portfolio management, price control,

Thank you very much!

SKU rationalization, sales tracking etc.

**Mar2012—Feb2015 American Standard Product Manager**

Take full responsibility on category new product development and category management cross the Asia.

- Develop 3-year product roadmap based on market research and consumer insight study
- Closely work with NPD team and internal departments to develop new product and promote across region
- Develop new product launch communication package along with new product launch

**Key Achievements:**

- Launched bathroom furniture category in Thailand, contributing 10% sales to drive 8% yearly overall sales growth in 2013
- Lead Tmall platform 11.11 event design and development in 2016, 10% sales growth vs 2015
- 10 new SKU development for furniture category in 2014, contributing 70% of total category sales

**Jan2008— Aug2010 Akzonobel Paints, China Assistant Brand Manager**

**Key Responsibility**

- Lead yearly new product development and standard product management with cooperation with different departments and external agencies in terms of product spec/proposition/pricing/distribution, P&L and sales communication
- Develop ATL investment plan and execution/tracking
- Work with trade marketing team to develop BTL support including POSM development, in-store display design and promotion support
- Develop CRM program strategy, action plan and operation

**Key Achievements:**

- LEVIS brand paints relaunch in 2009 with product and communication events
- Innovative products launch in 2010 to enhance LEVIS professional painting image
- Develop painter club from 60 to 100 with seminar and incentive in one year

**July 2004—Aug2007 Fonterra Brands, China Marketing Trainee/Executive**

**Key Responsibility**

- Collaborate with advertising agency on the media plan, key visual development and media release including TV, magazine, website
- Collaborate with third party to develop the PR campaign/special events/seminars/exhibition
- Cooperate with sales and trade marketing in the promotion plan development,

Thank you very much!

execution, result tracking and review for implications

- Product POSM, packaging and promotion materials design and production

**Key Achievements:**

- Developed bone scan event for Anlene brand and executed 30 times in 5 key cities
- Developed folic test program for Anmum brand in key hospitals and supermarket in 10 key cities

**EDUCATION&HONORS:**

- Oct 2018—May2020 Masters of applied management, Eastern Institute of Technology, New Zealand
- Oct 2002—Jan2004 MA in Marketing, Bradford University, UK
- Sep1998—July2002 Bsc in Economics, Dongbei University of Finance and Economics, China