CECE / CAREER FILE

FILE 01
2026

RÉSUMÉ

Marketing, brand building & demand generation

A marketing practitioner working across B2C and B2B, from China to global markets.

FOCUS

- Market positioning & differentiation
- Goal setting & marketing planning
- Content & campaign planning
- Brand building & demand generation
- Measurement & growth optimisation

SELECTED WORK

Bo & Kai · Bespoke Handbags
Wukong Studio · Bespoke Leather Goods
Its Mark · Pet Leather Tags
Addireen · Metal 3D Printing