



Xiaonan Yu

Brand Communication / Cross-border Marketing / IMC

Shanghai

Native Mandarin | Fluent English

Phone / WeChat: 18380196017

Email: xiaonany98@gmail.com

Portfolio: www.xiaonanyu.com

POSITIONING

3+ years in China / Southeast Asia market entry and integrated marketing for overseas consumer brands

CORE SKILLS

GTM strategy
Cross-border brand localization
IMC project management
Content / social strategy
Event planning and execution
Stakeholder communication
English business writing and reporting
AI-assisted marketing workflow

CATEGORY EXPERIENCE

Health and wellness
Food and beverage
Natural personal care
Pet food and supplements
Wine and cross-border consumer goods

REPRESENTATIVE CLIENTS

Swisse
New Zealand Beef & Lamb country-of-origin programme
Victorian Government,
Australia
ecostore
APTco
Wakefield

PROFILE

Marketing and brand professional with 3+ years of experience in China / Southeast Asia market entry and integrated marketing for overseas brands. Served 10+ Australian and New Zealand consumer brands and institutional clients, and acted as the China-side lead for key annual marketing accounts. Combines China-Australia market exposure with hands-on experience across health and wellness, food and beverage, natural personal care, and pet food / supplement categories. Skilled at translating complex market information into actionable brand and marketing plans.

PROFESSIONAL EXPERIENCE

Account Manager | Brand Catalyser / Shanghai Mulan Marketing Consulting Co., Ltd. 2023.03 - 2026.04

- China-side core lead at an Australian cross-border consulting and marketing agency, supporting Australian and New Zealand consumer brands entering the China market from strategy through execution delivery.
- **Integrated Marketing Leadership:** Independently managed 10+ annual brand marketing projects with annual budgets of up to RMB 5M. As China lead for a New Zealand beef and lamb country-of-origin programme, led the full 2025.05-2026.04 cycle from proposal, annual China marketing plan, brand relaunch, 0-to-1 social media matrix setup, to Chinese New Year integrated campaign; coordinated an 8-person cross-regional project team.
 - **Strategy & Localization:** Led China market localization, channel strategy and brand communication strategy for 7+ overseas brands, translating global brand assets into consumer- and channel-facing communication systems based on local consumer context, competitor landscape, channel features and platform content logic. Conducted competitor research, product assessment, channel analysis and China / Southeast Asia GTM strategy reports for pet, food, health supplement and personal-care brands.
 - **Brand Communication & Growth:** Managed brand communications across RED, WeChat Official Account, WeChat Channels, Douyin, KOLs and paid media. The 2026 Chinese New Year campaign delivered approx. 19.98M impressions, 875K content reads, 6.2M topic views and 75K engagements, exceeding multiple core KPIs.
 - **Event Planning, Execution & Project Management:** Led 10+ brand launches, premium dinners, business matching sessions and channel activities, with single-event budgets of up to RMB 400K-500K. Managed strategy, budget planning, KPI tracking, material coordination and brand consistency, stakeholder coordination, vendor management and on-site execution.
 - **Cross-border Collaboration & Communication:** Served overseas clients and institutions including the Victorian Government and Swisse; led English proposals, reports, meetings and project presentations. As the China-side key contact, maintained frequent English communication with Australian headquarters, government / industry bodies, platforms and vendors. For Victorian Government-related consumer-goods projects, coordinated 5 events involving 40+ brands, 50 buyers and 300 business-matching sessions.

EARLIER EXPERIENCE

User Operations | Chengdu Chaoyouai Technology Co., Ltd. 2020.04 - 2020.07

Managed user operations for an online education product, improving user experience through data analysis, needs breakdown, knowledge-base setup, online activities and SOP optimization. Improved the assigned account's user rating from 120+ to No. 4, with renewal rate ranking No. 1 in the same period.

Editorial Intern | China Central Television (CCTV) 2019.07 - 2019.09

Supported topic research, material mining, in-depth interviews, fact checking, script writing and production coordination for 2 TV episodes; 1 episode broke the season's audience-rating record.

Media Planner | Chengdu Huabang Culture Media Co., Ltd. 2017.11 - 2018.10

Supported communication planning and execution for cultural tourism, government and public-service projects, covering background research, media scheduling, WeChat content and offline activity coordination. Contributed to 5+ proposals with 2 successful bids; later led the Chengdu Employment Bureau annual communication project, increasing WeChat article views by approx. 20%-40% and followers by approx. 5%.

Selected Experience

Brand, market entry and integrated delivery

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PROJECTS / PRACTICES

Integrated Marketing Communication / Advertising / Promotion Planning | Graduate Client Projects | 2022.04 - 2022.10
Conducted business, competitor, target-audience and media-channel analysis for WACE, Vodafone and ASRC. Contributed to three research reports and marketing communication / promotion plans, focusing on omnichannel media planning, communication mix and budget-framework design.

AI-assisted Marketing Workflow | Marketing Methodology Practice | 2026.04 - Present
Built AI-assisted marketing workflows around knowledge-base management, context design, multi-session / agent collaboration, brief templates, output validation and human review mechanisms, applying them to market-information structuring, strategy development, content collaboration and project review.

Aura Reve Cross-border Women's Consumer Brand Practice | Brand & Marketing | 2026.04 - Present
Participated in 0-to-1 brand building for an Australia-focused women's consumer brand, covering target-audience research, competitor analysis, brand positioning, supplier research, differentiated product strategy, social content direction and pre-launch marketing preparation.

EDUCATION

University of Melbourne Master of Marketing Communications	2021.07 - 2023.08
Sichuan University Bachelor of Network and New Media	2016.09 - 2020.06

ADDITIONAL EXPERIENCE

Sichuan University Student Associations Union | Vice President
Led the News Center and HR Department, managing WeChat content, campus communication projects, 1,000+ student-club recruitment / certification processes and large-scale campus events. The official WeChat account was awarded "Top 10 Student Organization New Media Account of Sichuan University", with average article views increasing by approx. 20%.