

Kimberley Huang

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Professional Summary

- **Enterprise Client Management & Commercial Conversion:** Experienced in managing high-value individual, corporate, and government clients, skilled in delivering end-to-end solutions from needs analysis to deal closure. Successfully serviced 200+ high-value clients, with single order amounts reaching ¥2.85 million.
- **Cross-Cultural Communication & Global Collaboration:** 10+ years of international experience, adept at navigating business communications across diverse cultures. Led projects in Europe, North America, Southeast Asia, and the Middle East, achieving 100% client renewal rate and expanding into 2 overseas markets.
- **Customer Insights & Data Analysis:** Proficient in extracting key client needs through in-depth interviews and multi-dimensional data analysis. Optimized service strategies to improve client satisfaction, achieving 100% satisfaction through precise need matching.
- **Project Management & Cross-Functional Coordination:** Experienced in coordinating sales, product, and supply chain teams to deliver complex projects efficiently. Successfully led 10 full-cycle projects, implementing cross-department collaboration mechanisms to shorten delivery cycles by 7 days and achieve 95% delivery accuracy.

Work Experience

Lianjia	Consultant	Shanghai	Oct 2024 – Present
• Client Insights & Service: Built detailed user personas through online data analysis and in-depth interviews, identifying key client concerns in education, transportation, and support services. Improved demand matching accuracy to 85%, reducing client decision cycles. • Solution Design & Conversion: Developed a six-dimensional commercial zone scoring model and standardized SOPs for frontline teams. Translated complex market data into customized recommendations, increasing client decision efficiency by 50% and conversion by 20%. • Client Communication & Experience Optimization: Streamlined consultation and decision-making paths with data tools, reducing information asymmetry. Supported sales teams to enhance professional communication and persuasion, achieving 100% client satisfaction. • Marketing Support & Lead Conversion: Assisted in content operations on Xiaohongshu and WeChat, optimizing CTA design and SEM strategies. Increased lead reach by 50% and consultation conversion rate by 20%.			
The Vancouver Club	Marketing Operations Specialist	Vancouver	May 2022 – Oct 2024
• Client Operations & Relationship Management: Managed 2000+ Shopify members and implemented tiered management system for individual and B2B clients. Improved repeat purchase rate from 5% to 10% and membership activity by 30%. • Revenue & Conversion Growth: Launched 200+ SKUs and optimized e-commerce operations within 3 months, achieving 50%+ transaction growth. Increased per-client annual spend by \$10,000 and converted 200+ high-value orders, totaling \$2 million. • Targeted Communication & Retention: Executed 500+ English EDM campaigns for global members and B2B clients, achieving open rates of 85%. Optimized messaging based on segmentation and behavior data, improving marketing relevance and conversion rate to 30%+. • Brand Engagement & Experience: Managed Instagram, Meta, and LinkedIn channels; improved brand exposure by 30% and follower engagement by 15%.			
Artron BioResearch Inc.	Business Development Assistant	Vancouver & Shandong	Dec 2021 – May 2022
• Key Account Development & Relationship Management: Developed and maintained strategic relationships with pharmaceutical companies, government agencies, healthcare institutions, and high-net-worth individuals. Serviced 20+ international clients, achieving 100% renewal rate for core accounts. • Client Needs & Order Conversion: Managed full-cycle orders for HIV and COVID testing products, delivering ¥500,000 in total orders. Shortened communication cycles by 10% and increased conversion rates through standardized follow-up processes. • Cross-Functional Project Coordination: Coordinated sales, production, and supply chain teams to ensure timely and accurate order fulfillment (100% on-time delivery, error rate reduced to 1%). Implemented risk management mechanisms to maintain high-value client project delivery standards. • Channel Expansion & Business Support: Participated in international market expansion via Amazon and other online channels. Assisted in establishing online sales and distribution systems, expanding coverage to 8 countries.			

- **Community Management & Relationship Maintenance:** Managed global alumni community, increasing activity to 30% and retaining 95% of core users. Established regular communication and engagement mechanisms to strengthen client relationships.
- **Event Planning & Conversion Optimization:** Planned and executed 10+ online and offline events, managing full event lifecycle from design to execution. Implemented segmented invitations and interactive design to maximize participation, achieving peak attendance rate of 95%.
- **Client Insights & Needs Analysis:** Designed and analyzed surveys via Qualtrics, collecting 200+ user feedback. Generated 3 operational strategy reports to optimize event planning and community operations, increasing engagement rate by 10%.
- **Targeted Outreach & User Operations:** Executed multi-channel outreach (email, Facebook) with user segmentation. Improved email open rates to 75% and event registration conversion to 95%, effectively enhancing engagement and conversion.

Key Projects

High-Net-Worth Client Activation & Asset Conversion	Oct 2024 – Present
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- **Client Segmentation & Value Identification:** Built segmentation system based on asset size, purchase intent, and lifecycle to identify dormant and high-potential clients. Enabled precise targeting for personalized outreach and solution delivery.
- **Needs Analysis & Tailored Solutions:** Conducted regular in-depth client interviews to uncover real needs. Delivered customized investment and property solutions, converting trust into high-value transactions totaling ¥2 million+.
- **Relationship Management & Conversion Enhancement:** Organized high-end client events and private viewings to strengthen interaction and trust. Optimized site visits and communication strategy, achieving visit-to-deal conversion rate of 30% and 100% client satisfaction.
- **Resource Integration & Service Optimization:** Coordinated internal teams (Brand, PR, GR, legal, finance) to streamline client service. Leveraged CRM and AI tools to reactivate 20% dormant clients, enhancing repeat purchase potential.

High-End Membership Custom Operations & Value Enhancement	Oct 2024 – Present
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- **Member Profiling & Segmentation:** Developed member personas based on behavior, preferences, and lifecycle. Identified high-potential clients to enable targeted and differentiated services.
- **Personalized Services & Value Growth:** Executed themed events and exclusive member benefits, doubling repeat purchase rate from 5% to 10%. Increased annual spend per client by \$10,000 through tailored engagement strategies.
- **Multi-Channel Outreach & Conversion:** Implemented email, social media, and phone campaigns to maintain ongoing client engagement. Optimized Shopify/CRM workflows to drive 200+ high-value orders, boosting overall sales growth.
- **Content Marketing & Client Experience:** Built SEO-driven content marketing ecosystem (website + social media). Enhanced brand recognition and trust, achieving 100% customer satisfaction and total sales of \$2 million.

Education

The University of British Columbia	Bachelor of Commerce, Marketing Specialization	Sep 2016 – May 2021
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Skills

- **Languages:** Mandarin (Native); English (IELTS 8.0, professional working proficiency); French, Spanish, Cantonese, Thai (conversational)
- **Enterprise Client Growth & Solutions:** Client needs analysis, segmentation, journey design, AARRR model application, CRO and sales funnel optimization, process improvement, growth experiments, A/B testing
- **AI Marketing & Automation:** AI marketing tool application (ChatGPT, Claude, Coze), AIGC content generation, marketing automation, campaign optimization, customer insight analysis
- **Data-Driven Client Management:** Advanced Excel, Power BI, Tableau; GA4 behavior analysis; ROAS, CAC, LTV monitoring; basic SQL for client insights
- **Digital Marketing & Growth Channels:** SEO/SEM, multi-channel content marketing (LinkedIn, X, YouTube, Meta, TikTok, Xiaohongshu, WeChat), KOL/KOC management, GTM strategy
- **Tools & Collaboration:** CRM systems, Google Workspace, Notion, Asana, Jira; basic HTML; Adobe Suite, Canva, Figma, Premiere; Shopify, WordPress, Hootsuite