



个人信息

- 姓名: 尹俊扬
出生日期: 1992.03
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国籍: 中国
地址: 上海

核心竞争力

- Meta ads
Google ads
Tiktok ads
Pixel 数据分析
品牌和媒体策划
跨境电子商务
跨境全渠道营销

语言

- 英语 - 精通 (IELTS 7.0)
法语 - 流畅 (B1)

技能

- Mircrosoft Office -精通
VBA -熟练
SQL -熟练
Tableau -熟练
Saas -熟练
ERP -熟练
SAP -熟练

教育

- 硕士 EDHEC 商学院 硕士精英项目 Grand Ecole 里尔/巴黎 法国
咨询战略与数字化转型硕士 (全球 top 20 商学院) 2019年-2022年
主要课程: E-business, Business analysis, social media makreting
本科学士 江西财经大学 江西 中国
管理学学士 国际市场营销 2009年-2013年

工作经历

- 媒介投放/市场专员 巴黎& 马耳他 欧洲
Lexuberance 2022年3月 - 2024年7月
• 通过中文英语和法语与跨国团队紧密合作, 协调物流、广告内容和 Meta Ads 广告销售顾问, 从0到1全程管理项目。贯穿产品的研发、生产和销售流程, 包括产品规划、竞争力分析、市场分析、投模决策、Shopify 独立站的建立与维护, 以及海外 KOL/KOC 合作和产品迭代, 确保各环节的无缝衔接与高效执行
• 营销策略分析: 熟练掌握 Meta Ads, Google Ads 和 tiktok ads 等广告投放策略, 具备优化 ROI 的实战经验。监控点击率 (CTR)、转化率、每次获客成本 (CPA) 和广告支出回报率 (ROAS) 等活动绩效指标。基于数据分析, 对活动进行调整以改善性能。
项目经历:
恒温棉袄及动漫手办
1 与 metas google ads 对接, 恒温棉袄及在黑五和圣诞节期间, 制定并执行广告投放方案, 实现销售额超过 25 万欧元 ROI 达 2.8, 月均流量达 40-50k, 同比上升 60%。年销售额 50 万欧元。
2 动漫手办项目同期销售额达 10 万欧元, 月均流量 35k, 同比旺季和全年月均流量增长 33%, ROI 达到 2.4, 年销售额破 20 万欧元。
SEO 与广告优化成果:
3 通过 SEO 技术和数据分析工具 (如 Google Analytics, Semrush, SQL, Tableau) 的实施, 将品牌的 Google 搜索排名在 6 个月内从第 3 页提升至第 1 页, 月均流量增加 20k。
最终结果:
• 在线销售额在活动季度内提升 50%。
• 浏览量提升至 40 倍, 点击转化率稳定在 3.5%。
• 全年产品均 ROI 达 240%, 同比提升 30%。

- 分析助理(硕士实习) 巴黎 法国
Fives 2019年2月 - 2019年8月

- 作为法国团队中唯一的中国员工, 通过英语和法语与中国地方政府人员进行高效沟通, 代表法国团队接待并介绍公司业务, 最终在双方政府的沟通下签署协议, 该协议内容包括未来三年内至少价值 6 亿欧元的合作项目。
• 市场分析与客户沟通优化: 深入分析原铝制皂业的潜在市场, 帮助公司在中国市场识别新的目标市场, 并优化与潜在客户的沟通策略, 为市场扩展奠定了基础。

工作经历

商务分析 (全职)
江西支点律师

江西 中国
2014年10月-2019年1月

- 与商会及营销公司合作: 通过与商会及营销公司建立紧密合作关系, 挖掘新的潜在客户需求并持续拓展市场机会, 同时利用此前在银行业建立的优质客户资源, 进一步扩大市场覆盖面。
- 本地化支持与资源整合: 通过解决本地文化、政策和社会环境的挑战, 确保外地企业顺利落地并快速融入市场; 同时, 整合法律和社会资源, 帮助企业在合规前提下充分利用本地优势, 实现更大业务增长。
- 客户关系管理与市场拓展: 维护强大的客户关系, 提高客户满意度和保留率。通过对接客户与外地商会资源, 实现资源的联动互利; 并通过客户推荐和市场宣传, 成功吸引更多高质量客户, 显著扩大市场覆盖面。

金融理财经理 (全职)
招商银行 (全球 500 强)








江西 中国
2013年10月-2014年10月

- 通过分析客户金融偏好, 设计并推广金融产品, 在短短四个月内达成了显著的客户存款目标。这直接展示了数据分析如何驱动销售成果。
- 市场营销与产品推广: 成功设计并实施营销活动, 有效推动了新产品的市场渗透和销售增长。这体现了你在销售策略制定和执行方面的能力。
- 团队培训与协作: 为合作伙伴的销售团队提供了培训和支持, 确保一致的策略执行。这不仅涉及团队管理, 还表现出你在团队合作和沟通方面的能力。
- 项目管理与成果: 通过发展合作伙伴关系和市场策略, 在六个月内实现了客户存款增长20%, 并成功吸引了300多名新客户。这些成就不仅展示了你的销售能力, 还表明你能够通过有效的团队管理和跨部门合作实现卓越的业务增长。

Junyang Yin



Basic Information

-  Born: 1992.03
-  Ethnicity: Han
-  Gender: Male
-  Telephone: 15798172881
-  E-mail:
Laurent_yin@163.com
-  Nationality: Chinese
-  Address: Shanghai

Languages

- French
B1
- Chinese
Native
- English
C1 (IELTS 7.0)

Skills

- Microsoft Office
- VBA
- SQL
- Tableau
- SaaS
- ERP
- SAP
- Python

Professional summary

Dynamic professional with expertise in **client relationship management and sales**, driving business growth through strategic market expansion and engagement. Extensive experience in leading international ad campaigns across multiple platforms, with a focus on optimizing strategies for improved performance. Skilled in **data analysis, SEO**, and utilizing digital tools to enhance marketing efforts. Strong background in **digital marketing**, particularly in search, display, and direct response advertising. **Fluent in Mandarin, English, and French, with proven cross-cultural communication skills**, effectively coordinating global teams for seamless project execution.

Education

Master

EDHEC Business School

Lille/Paris, France 2019-2022

Grand school master program (Global Top 20 business school)

Bachelor

Jiangxi University of Finance and Economics

China 2009-2013

International marketing, Bachelor of management

Professional Experience

Digital Marketing Specialist

Paris & Malta Europe

L exuberance

March 2022 - June 2024

- Collaborated closely with cross-national teams in Chinese, English, and French to coordinate logistics, ad content, and Meta Ads consultants, managing projects from concept to completion. Oversaw the entire product life-cycle, including product planning, competitive analysis, market research, prototyping decisions, Shopify site setup and maintenance, and partnerships with overseas KOLs/KOCs, ensuring seamless execution across all stages.
- Marketing Strategy Analysis: Expertise in Meta Ads, Google Ads, and TikTok Ads, with proven experience optimizing ROI. Monitored campaign performance metrics such as CTR, conversion rate, CPA, and ROAS, and adjusted campaigns based on data insights to improve outcomes.

Project Experience: Thermal Jackets and Anime Figurines

1. Thermal Jackets: Coordinated with Meta Ads and Google Ads teams, developed and executed ad campaigns during Black Friday and Christmas, achieving sales over €250,000 with an ROI of 2.8, and monthly traffic of 40-50k, up 60% year-on-year. Annual sales reached €500,000.
2. Anime Figurines: Achieved €100,000 in sales during the same period, with monthly traffic of 35k, marking a 33% increase in both peak season and annual average traffic. ROI reached 2.4, with annual sales exceeding €200,000.

SEO and Ad Optimization Results:

- Improved Google search ranking from page 3 to page 1 within six months using SEO and data analytic tools (Google Analytics, Semrush, SQL, Tableau), resulting in a 20k increase in monthly traffic.
- Final Outcomes:
 - Online sales increased by 50% during the campaign quarter. whole sales over millions euros.
 - Pageviews surged 40x, with a conversion rate stabilized at 3.5%.
 - Overall product ROI reached 240%, a 30% year-on-year increase.

Project Experience

Assistant analyst (Intern)

Paris France

Fives

February 2019 – August 2019

- Worked as the only Chinese member of the French team, communicated efficiently with local Chinese government officials in English and French, representing the French team to introduce the company's business. Successfully facilitated the signing of a cooperation agreement worth at least €600 million over three years.
- Market Analysis & Client Communication Optimization: Conducted in-depth analysis of the potential market for aluminum soap products, helping the company identify new target markets in China and optimize communication strategies with potential clients, laying the foundation for market expansion.

Business Analyst

Jiangxi, China

Jiangxi Zhidian Law Firm

October 2014 – January 2019

- Collaboration with Chambers of Commerce & Marketing Agencies: Established close partnerships with local chambers of commerce and marketing agencies to identify new client needs and continually expand market opportunities. Leveraged previous banking sector connections to further extend market coverage.
- Localization Support & Resource Integration: Addressed challenges related to local culture, policies, and the social environment to ensure smooth market entry for external companies. Integrated legal and social resources to help businesses leverage local advantages under compliance, driving greater business growth.
- Client Relationship Management & Market Expansion: Maintained robust client relationships, enhancing satisfaction and retention rates. Connected clients with external chamber resources for mutually beneficial collaborations. Through client referrals and targeted promotions, successfully attracted high-quality clients and significantly expanded market coverage. Resulting in revenue exceeding CNY 10 million and achieving an average annual growth rate of 8%.

Financial Manager

Jiangxi, China

China Merchants Bank (Fortune Global 500)

October 2013 – October 2014

- Client Financial Preferences Analysis: Analyzed client financial preferences to design and promote financial products, achieving significant deposit milestones within four months, demonstrating the impact of data-driven sales strategies.
- Marketing & Product Promotion: Successfully designed and executed marketing campaigns that effectively boosted market penetration and sales growth of new financial products.
- Team Training & Collaboration: Provided training and support for partner sales teams, ensuring consistent strategy execution, showcasing leadership and teamwork capabilities.
- Project Management & Outcomes: Developed and managed partner relationships and market strategies, resulting in a 20% growth in client deposits within six months and the acquisition of over 300 new clients. These achievements demonstrated the ability to drive business growth through effective team management and cross-functional collaboration.