



Justin (Jian) YE

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Looking for marketing, project management based opportunities



LinkedIn

Career Overview & Accomplishments

Chinese project & account manager fluent in Chinese, English and currently learning French, with an extensive overseas experience with marketing insights in Advertising and Computer Graphic Multimedia industry. Justin has an extreme sense of responsibility, customer empathy and strong interpersonal communication skills, he is highly organized enabling to efficiently multi-task in order to ensure that all projects are completely in a timely manner. With a strong focus on reaching the desired outcomes. Justin finds the right balance between the internal and external constraints and requirements.

Account and Project Managements:

- ✓ Account and Project management of Digital campaigns; Brand site building; Packaging designs; Digital Multimedia and 3D CG animations, Renderings etc.
- ✓ Completed 2 million Euros projects throughout US, UK, Japan, South Korea, Dubai, etc.
- ✓ Supervised one Overseas Project Assistant Team (8 people)

Experience in the following industries:

- ✓ Food & Beverage: Burger King; Bacardi; Martini; The simply Group;
- ✓ Health and Skincare: L'Oreal Paris; Kiehl's; YUESAI; Paris Kerastase; Sanofi;
- ✓ Architecture & Design: SOM; KPF; BDP. ; Atkins etc.
- ✓ Developers: Tishman Speyer Properties; Taishan real estate etc.

University Honors:

- ✓ Minister of College Art Association from 12/2007-07/2009.
- ✓ Chairman of College Art Community (Art Troupe).
- ✓ Chief director of freshman welcoming ceremony and graduation ceremony in 2009.

Core Strengths

- Coordination Skills
- Organization Skills
- Problem Resolving
- Project Management
- Motivation Skills
- Process Improvement
- Client Satisfaction
- Business Operation

Work Experiences



Marketing Manager; Procurement Management Huawei Technologies Belgium NV – Brussels office

12/2015 to 06/2017

- Adapt global Huawei HQ communication to local action plan.
- Implement B2B marketing strategy of Huawei Belgium & Luxembourg.
- Develop lead generation campaigns.
- Drive and monitor all business communication events.
- Developing close relationships with media & PR agencies and supervise all campaigns & budget.
- Intensive hands-on administration with internal procurement & financial system.
- Managing sourcing and qualification of new partnerships.
- Coordinating continuous performance evaluation of partners and the roll-out process of defined action plans.
- Executing the end-to-end procurement process (RFI, price negotiation, contract preparation and management, supplier performance and relationship management)

- Leading the coordination and participation in meetings of regular follow-ups with partners and internal departments from Huawei Operations.
- Supporting Finance team for the invoicing and the payments for the defined contracts.
- Managing the partners' Request for Quotations (RFQs) to improve cost optimization.
- Ensure compliance of the Procurement process and the regulations during the project execution.

Project Manager

07/2014 to 08/2015

Publicis Worldwide; Nurun – Shanghai office

- Managed projects fully from start to finish, including flawless execution demonstrated (from marketing insights, strategy, idea to the execution) through project management.
- Understand and defined client's requests and work with team closely to make sure the project is delivered on time with good quality and nice service.
- Coordinated and managed with the resources of suppliers and partners from the contract negotiation to the end of project.
- Maintained constant communication with management and internal team on account status.
- Established the trust with clients by managing the work professionally and independently. Worked with clients like L'Oreal Paris, Paris Kerastase, Burger King, Sanofi, Taishan real estate.

Account Management

12/2013 to 07/2014

Equancy – Shanghai office

- Defined clients' expectation and worked together with team members on marketing insight, strategy and execution idea etc. based on research and positioning.
- Responsible of the clients' engagement: requirement analysis, cost estimation, quotation.
- Direct liaised between client and design team (planning and project management).
- Coordinated with suppliers and partners from the contract negotiation to the end of project.
- Evaluated the marketing campaigns and defined the KPIs according to the benchmark of the industry (management of digital partner).

Overseas Account Manager

08/2011 to 12/2013

Crystal CG; Marketing Dept. – Shanghai office

- Enlarged the business globally (European, American and Shanghai), Won half million Euros projects within one year from Zero.
- Developed the market channels and businesses with Architectural firms through online methods and visiting Clients in US. Such as SOM, KPF, Gensler, etc.
- Dealt with inquiries, quotations, and contract negotiations with clients and also with company suppliers.
- Worked and coordinated closely with internal team (120 people), followed up projects to make sure the products are of the best quality before delivering to clients.
- Observed and fixed the products' price according to the market, and prepared report analysis of the market monthly.
- Maintained existing customers with good relationships and developed new sales channels and potential clients by visiting clients and online searching etc.

Supervisor of OPA Team; Overseas Project Assistant

07/2010 to 08/2011

Crystal CG; Design Visualization Dept. – Shanghai office

- Completed half million Euros overseas projects individually and managed the team, which finished 2 million Euros overseas projects.
- Managed the Overseas Project Assistant Team, which included construction and team member performance assessment.
- Formulated teamwork process, regulations, rules, recruitment, and training work and supervise teams' daily work.
- Maintained overseas customer relations as well as responsible for overseas customers and production team communication and coordination, involved translation work.
- Managed the project time schedule, project process improvement and quality control.



Educational Background

	Executive MBA ULB, Solvay Brussels School – Belgium	09/2016 to 07/2018
	Bachelor, Project management Beihang University - China	03/2013 to 07/2015
	College, Business English Shandong Vocational College of Foreign Affairs Translation - China	09/2007 to 07/2010

Personal Information

- Champion of University English debate in 2008.
- Second place in the University English public speech contest in 2008.
- Organized and hosted many school events during 2007-2009.
- Passed Certificate of English Interpreting: Intermediate (NAETI Level 3).
- Passed Public English Test System (PETS 3) and College English Test (CET-6).
- Passed the College Student Computer testing (Intermediate level).
- French UE3 (In process).