



Justin (Jian) YE, MBA

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Born in 1989
Languages: Chinese Mandarin (native)
English (fluent) - French (B1.4)

Career Overview & Accomplishments

Internationally exposed Digital marketing account and project manager with 9 years' working experience in industries such as F&B, Hospitality, FMCG, Luxury, ICT (Huawei), etc., I also graduated in 2018 from the Executive MBA of Solvay Brussels School in Belgium with the Entrepreneurship Lab as my final Thesis and joined the Silicon Valley Entrepreneurship study trips. I have experience of living and working in Shanghai, China and Belgium while developing an intercultural empathy leading to be an open-minded, Entrepreneurship mindset, inclusive, conflict resolving but determined person.

Account and Project Managements key achievements:

- ✓ Account and Project management of Marketing campaigns including strategy, repositioning and rebranding, digital marketing (website building, e-commerce platforms creation, etc.)
- ✓ Completed 4 million Euros projects within one year throughout US, UK, Japan, South Korea, Dubai.
- ✓ Supervised Overseas Project Assistant Team (8 people)
- ✓ Key contributor in the procurement department of Huawei by outstandingly managing the selection of key partners, sourcing partners and the associated contracts

Experience in the following industries:

- ✓ Marketing and branding Strategy and Advertisement for Food & Beverage (Burger King, Bacardi, Martini, The Simply Group); Luxury hotels (Accor group; Sofitel; Pullman)
- ✓ Health and Skincare industry (L'Oreal Paris, Kiehl's, YUESAI, Paris Kerastase, Sanofi)
- ✓ ICT: Huawei
- ✓ 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.

Work Experiences



Business, Marketing & Project Consultant Belgium – Independent

2019 to Present

- Project management consulting for a German Energy company.
- Export-import business consulting for Chinese's market.
- Chinese Market research and operations management.



Business Expert Bisnode Belgium – Brussels office

2018 to 2019

- Involve creation and design of new marketing innovative solutions (New digital and data platform building).
- Managing large accounts (inquiries, quotations, contract negotiations, etc.) and also with company suppliers.
- Work with legal Dept. for contract templates drafting and contract signing.
- New local and international business development



Marketing Manager; Procurement Manager.

2015 to 2017

Huawei Technologies Belgium NV – Brussels office

- Adapt global Huawei HQ marketing plan to Belgian local action plan.
- Drive and monitor all business marketing events.
- Ensure compliance of the Procurement process and the regulations during the project execution.
- Manage the partners' Request for Quotations (RFQs) to improve cost optimization.
- Lead contracts archiving task, (15 years contacts for Belgium office) manage and load to the Global Huawei documentation archive system.

Project Manager

2014 to 2015

Publicis Worldwide; Nurun – Shanghai office

- Understand and define client's Marketing and branding request leading to propose innovative solutions. Including website building, brand e-commerce platform creation and management, daily contents updates and reporting.
- Managed projects fully from start to finish with flawless execution (from marketing insights, strategy, idea to the execution) through rigorous project management ensuring on-time, in-budget and with strong quality delivery.
- Established independently trust with clients by adopting an uttermost professional attitude. Worked with clients like Sofitel, Pullman, L'Oreal Paris, Paris Kerastase, Burger King, Sanofi, Taishan real estate.

Account Management

2013 to 2014

Equancy – Shanghai office

- Identify end-consumer expectations and align with customer team members on positioning, branding, marketing insight, strategy and execution idea etc. based on research. (Accor Group in Shanghai)
- Responsible of the clients' engagement: requirement analysis, cost estimation, quotation.
- Direct liaison between client and design team (planning and project management).
- Evaluated the marketing campaigns and defined the KPIs according to the benchmark of the industry (management of digital partner).

Overseas Account Manager

2011 to 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.
- 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.

Supervisor of OPA Team; Overseas Project Assistant

2010 to 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 for 3D visualization projects.
- Managed the Overseas Project Assistant Team, which included construction and team member performance assessment.

Educational Background



Executive MBA
ULB, Solvay Brussels School – Belgium

09/2016 to 10/2018



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