



Xinwei (Grace) Wang

Data analyst | Project manager | Global Management Master's Graduate

ABOUT ME

Email:
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Phone Number:
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LinkedIn:
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Chinese based in Antwerp, Belgium

Date of Birth: 19-03-1998

SKILLS

Leadership

Data analysis & reporting

Copywriting

Professional level
copywriting in Chinese and English

CRM

E-commerce platform management

Multitasking

Communication

COMPUTER SKILLS

MS Excel

Pivot table, power pivot, power query

MS PowerPoint

Email Marketing Tool
Klaviyo, Mailchimp

SAP

Power BI
Attending courses

LANGUAGES

Chinese
Native

English
Professional (IELTS 6.5)

Dutch
Linguapolis Level 2

WORK EXPERIENCES

- MindGap group** Antwerp, Belgium
Junior project lead Since February 2023
 - Conducted healthcare market research (in both **quantitative** and qualitative approaches) by leading the market research team (5-6 people), including materials drafting, survey scripting (Qualtrics), team training, etc.
 - Delivered **in-depth market data analysis** (e.g., competitor analysis, pricing study, message testing) by using Excel (including pivot) and provided valuable strategic advice to the client.
 - Achieved overall client satisfaction - **4 of 5** (Above expectation).
 - Perceived as **highly efficient** during the analysis phase, always delivered the report before the deadlines.
 - 4 of the clients I have worked with purchased another project the same year as the report delivery.
 - Took over a challenging project that was not going well, accomplished **50 individual reports and 1 global report in 2 months**.
- Laurence Delvallez** Waregem, Belgium
Growth Marketeer - Temporary Project From September 2022 to December 2022
 - Set up a new Email marketing platform by working with an external agency.
 - Found one agency in Paris that would bring the brand to a more international level.
 - Increased the sales revenue by 50%.
 - Increased social media followers from 9,8k to 11,1k.
- VR Paiba360** Shanghai, China
Business Development & Marketing Assistant From March 2021 to August 2021

In 6 months time, I was able to find 3 new clients for the company. I also created a new feature - VR festivals which helped the company to gain 2k+ followers.
- ZOAJE Jewelry** Shanghai, China
Operations Assistant From June 2020 to September 2020

I set up the company's delivery method in China, I was also in charge of the material shipping from the US and stock exchange with France.
- Yellowkorn** Shanghai, China
Planning Assistant & Art Consultant From April 2020 to September 2020
 - Managed inventory and assessed artwork demand** (customer needs) based on sales and interaction with customers.
 - CRM - expanded client database, and organized events online & offline.

EDUCATION

- Antwerp Management School** Antwerp, Belgium
Master in International Fashion Management From September 2021 to June 2022

One year master's with study trips to Milan and Sao Paulo - Main courses: Supply chain, finance, international law, digital marketing
- Donghua university - Glorious Sun College of Business and Management** Shanghai, China
Bachelor From August 2016 to June 2020

Event Management. Main courses - Event planning, finance, economics
- Hogeschool van Amsterdam** Amsterdam, Netherlands
Exchange From September 2018 to January 2019

International trade, Human Resource Management (SAP)

OTHER EXPERIENCES

- Domus Academy** Milan, Italy
Luxury footwear branding workshop - Diego Dolcini From February 2022 to March 2022
- Donghua University** Shanghai, China
President of International Student Network From September 2017 to June 2020