



# MEISHAN ZHENG

## Profile

Marketing Specialist with 4+ years of experience managing campaigns, e-commerce workflows, and executions across EMEA, APAC, and the Americas. Skilled in process optimization, cross-functional coordination, and driving metric-backed results. Recently relocated to Belgium with full work authorization.

## Work Experience

 +31 682693268

 meishan.zheng33@gmail.com

 Antwerp, Belgium

## Education

**Master Media Studies**  
Erasmus University Rotterdam  
2019 - 2020

**Bachelor Media Studies**  
University of Groningen  
2016 - 2019

## Expertise

Digital Marketing

Brand Partnership

Global Project Management

E-Commerce

## Language

English - Advanced

Mandarin Chinese - Native

Dutch - A2

2023.3  
-  
2025.11

### B&S B.V.

#### Digital Marketing Specialist

- Managed full-cycle marketing program—from onboarding to reporting and invoicing—for global partners (Heineken, Unilever, etc) across EMEA, the Americas, and Africa.
- Synchronized multi-channel digital launches with Sales, Purchase, and Creative teams to align campaign rollouts with inventory.
- Built multi-channel strategies on KingofReach.com, tracking key metrics to drive a 50% annual increase in partner marketing investments.

2021.07  
-  
2022.11

### BlueFocus Communication Group

#### Paid Media Specialist

- Managed cross-border performance marketing and user acquisition campaigns for global gaming (PUBG / Tencent) and tech accounts across EU, North America, and SEA.
- Established structured SOPs for creative QA, localization, and agency partner deliverables to streamline workflow execution.
- Analyzed daily performance and optimize campaign metrics.

2020.12  
-  
2021.06

### Trendsi

#### E-Commerce Operations Specialist

- Product stock and pricing management. Oversee content creation and localization.
- Track product performance and create weekly reports and analysis. New product selection

2020.04  
-  
2020.10

### Jacobs Douwe Egberts

#### Global E-commerce Shopper Marketing Intern

- Amazon content optimization, sales reporting for EMEA and APAC markets. Launch new products according to schedule.
- Insights into global FMCG content marketing and the beverage sector. Familiar with the Agile way of working.