



CONTACT INFORMATION

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LANGUAGES

- German | Advanced. C1
- English | Advanced C1
- Chinese | Native
- French | Beginner A1

EXPERIENCE

PROJECT LEAD – INTERNATIONAL TRADE & KEY ACCOUNT
MANAGEMENT

Rathert Creativ GmbH. Hamburg, Germany | Jan 2022 - Present

Strategic Growth Leadership:

- Spearheaded 200% revenue growth for Top 10 key accounts over 3 years, contributing to 70%+ of total company revenue.
- Optimized logistics models (consolidated freight solutions) to generate annual cost savings and reduce delivery lead time by 30%.

Global Procurement Strategy:

- Built a 6-country supplier network (China, Bangladesh, India, Poland, Spain, Portugal) using CAST evaluation metrics (Cost, Agility, Sustainability, Timeliness), improving on-time delivery from 78% to 93%.
- Reduced procurement costs by 15% via multi-country sourcing strategies.

End-to-End Process Ownership:

- Managed 80+ export orders/year (avg. €40K/order) from RFQ to delivery.
- Digitized customs documentation (e-CMR implementation), cutting administrative lead time by 40%.

PROJECT ASSISTANT TO CEO

Beijing Daddy's Choice Health Tech Co. . Hamburg, Germany
| Mar 2021 - Oct 2021

- Launched DACH market entry strategy, acquiring 8 healthcare clients (hospitals & clinics) within 5 months.
- Qualified 2 strategic warehouse partners (Hamburg & Berlin), ensuring 98% delivery reliability.
- Designed a hybrid sales model (60% digital channels, 40% field sales) for B2B client acquisition.

ACCOUNTING INTERN

Daimay Europe GmbH . Hamburg, Germany | Oct 2020 - Feb 2021

- Reviewed 50+ daily invoices for accuracy (PO numbers, tax rates), identifying discrepancies worth €8,200 in recoverable funds.
- Prepared audit documentation (200+ files), reducing auditor inquiries by 30% via standardized checklists.

PR ASSISTANT (REMOTE)

Digital Domain. Hamburg, Germany | Mar 2020 - Oct 2020

- Executed 3 parallel PR campaigns for award-season promotions (Oscars/VES), achieving 1.2M social impressions.
- Analyzed social media metrics (Instagram/WeChat) using Hootsuite, boosting engagement by 40% via optimized posting schedules.

EDUCATION

B.SC. BETRIEBSWIRTSCHAFTSLEHRE

University of Hamburg. Hamburg, Germany | Oct 2017 - Mar 2021

DRIVING LICENSE

Class B (DE), C1 (CN)