



# Kaitong ZHANG

Seeking a full-time position starting January 2025, bringing 3 years of Marketing & Communications experience. Skilled in brand strategy, internal and external communications, and project management, with a keen eye for detail and a collaborative mindset. I am ready to drive brand growth and deliver exceptional results.

kaitongtong3@gmail.com

Belgium

+33 6 68 14 71 20

[Kaitong Zhang](#)

## PROFESSIONAL EXPERIENCE



### ● Global Marketing Junior Assistant

2023 October - 2024 December

*Nestlé Waters*

*Paris, France*

- Support the Nestlé Waters Strategic Business Unit team in the roll out of Nestlé® Pure Life® (the N° 1 bottled water brand, one of Nestlé's billionaire brands), new brand identity roll-out.
- Contribute to the development and deployment of global brand communication toolkits for sustainability topics (Water source, biodiversity, climate change) that all brands from NW portfolio can leverage for their activations globally.



### ● Group Communications Apprentice

2022 September - 2023 September

*Allianz Trade*

*Paris, France*

- Support the management of digital communication projects.
- Take part in the role of intranet webmaster (graphic harmonisation and putting content online).
- Participate in the creation of video content & ensure the logistics of filming and in charge of managing the layout of the various group newsletters.



### ● Global HR Communication & Employer Branding Intern

2022 February - 2022 July

*Allianz Trade*

*Paris, France*

- Create content to develop the employer brand on Social Media (Instagram, LinkedIn, Twitter), based on defined agenda and recurrent reporting to follow-up and analyze the performance of social media content.
- Follow-up on current trends and make benchmark study, to suggest ideas and campaigns to promote Allianz Trade's employer brand.



### ● Communication Intern

2021 March - 2021 August

*Keller Williams France- Fortissimmo*

*Paris, France*

- Working for real estate agent at Angélique Dellamano's team as a communication intern.
- Making newsletters, social media posts, new Gifs/stickers, 3D virtual showings and video/photo editing to grow up her team international.



### ● Graphic Designer

2020 September - 2021 January

*Ananda Life-consulting*

*Paris, France*

Working for Ananda Life-consulting as a graphic designer for school projects, redesign flyers, brochure, business card plus motion design videos for their website and social medias to increase the brand visibility.



### ● Social Media Intern

2019 April - 2020 March

*Keller Williams Miami Beach*

*Miami, FL, USA*

- Working as an assistant at Keller Williams Realty Miami Beach, in charge of the marketing, editing flyers.
- Communication on social media, editing listing contracts, managing the database and editing promotion videos to increase business turnover.



### ● Customer Service Agent

2019 June - 2020 July

*University of Miami*

*Miami, FL, USA*

- Front desk student assistant at the Parking & Transportation department of the University of Miami.
- In charge of taking care of clients, responding to phone calls plus replying to emails to improve customer experience.

## EDUCATION

### Sup de Pub Paris | 2022-2023

International brand strategy & Marketing

Master 2

(Media Planning, Social Media, Brand Management, Marketing research, Consumer Behavior)

### ISCOM Paris | 2021-2022

International Global Communication

Master 1

(Shopper marketing, Branding management, Storytelling, Crisis communications, B2B communications)

### University of Miami | 2017-2021

Creative Advertising, Minor in Art

Bachelor

(General advertising, Graphic design Typography, Copywriting, Public speaking)

## LANGUAGES

Mandarin (Bilingual proficiency) C2

English (Bilingual proficiency) C2

French (Advanced) B2

## PROFESSIONAL SKILLS

Graphic design

- Illustrator
- Photoshop
- InDesign
- Canva
- Figma
- 2Emotion
- iMovie

Newsletter

- Mailchimp/Sharepoint/poppulo

Social media management

- Hootsuite

Project management

- Microsoft Office, Sharepoint

Digital channels

- Adobe Experience Manager
- Adobe Analytics
- Google Analytics

## SOFT SKILLS

- Problem-solving
- Adaptability
- Autonomous

## HOBBIES & INTERESTS

VW camping van & sports