



LAUREL WEI

MSC in Management
BA in Business English

- ✓ Sales & Marketing
- ✓ Business Development
- ✓ EU & China

PROFILE

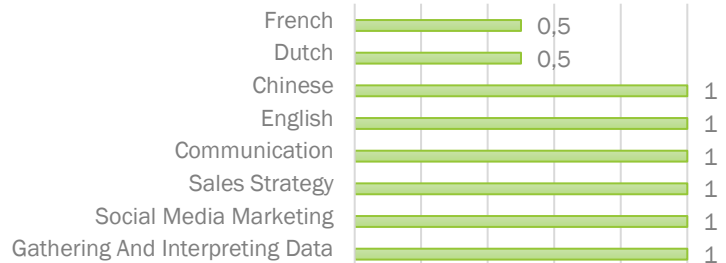
I have a clear, logical mind with a practical and rational approach to problem-solving and a keen eye for details. I am a candidate with an open and curious mind, problem-solving ability, and a solution-focused attitude. With great adaptability, independence, and communication skills, I can easily integrate into a new environment in a short time. All my previous working experience enables me to master expertise in market analysis, competitive strategy, communication, and data analysis.

CONTACT

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SKILLS



WORK EXPERIENCE

Graftys

2019/07 – Present Scientific & Business Administration Officer

1. Market Analysis

- Monitor and analyze ng biomaterials and bone tissue engineering market trend;

2. Marketing Strategies and Tools

- Create and implemente annual marketing plans and campaigns
- Create marketing tool, such as company presentation, product brochure, product video, publication, and clinical cases;

3. Marketing Communication:

- Write internal and external communication letter, such as Market Intelligence Letter and press release;
- Manage company website and other social medias.

4. Product Management:

- Give product training to the company's newcomers and partners;
- Prioritize current product portfolio and make a strategic plan for selling;

5. Business Development:

- Identify and evaluate potential partners;
- Analyse/revise business plans budget plans;

Gautam Diamonds

2018/08 – 2019/ 05 Sales & Marketing Representative

1. Assisting customers with the selection of the finest jewelry;
2. Organizing marketing activities and business development events.

Huawei Technologies Belgium

2018/06 - 2018-10 Marketing Associate (Internship)

1. Organizing marketing campaigns;
2. Supporting sales activities;
3. Customer relationship management.

EDUCATION

MASTER'S IN MANAGEMENT

VRIJE UNIVERSITEIT BRUSSEL

09/2017-02/2019