



## KERLIJNE STESENS

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27 July 1988

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Marketing • PR • Event Management • Account Management & Sales  
**6.5 years China experience • Professionally fluent in Mandarin • Flexible**  
Passionate • **Great people & communication skills** • Team Player

Fast and Independent Learner • Go-Getter • Not afraid to speak out • **CREATIVE** • Hard working

**LOOKING FOR: Opportunities in Corporate Communications, Advertising, Account Management, Business Development and Visual Merchandising in China/SEA.**

## LANGUAGES

**Dutch** (Native), **English** (Professionally Fluent) and **Mandarin** (Professionally Fluent in speaking, reading and writing on computer)

## WORKING EXPERIENCE

**July 2017 – Present:**

**Canon (China/Asia) Headquarters, Beijing**

**Corporate Communications Planning Sr. Administrator**

Daily communication in the HQ is in Chinese only.

**Responsibilities:**

- **Internal and external communication for Asia and rest of world:** Improve timeliness and preciseness of internal and external communications; strengthen global communication; initiate, execute and support local/Asian Corporate Communications projects; coordinate PR matters throughout Asia (spreading and monitoring of news, press releases; contacts with partners and media; communication with PR agencies; arrangement of management interviews and preparation/approval of Q&A and media packages for major international events in Mainland China or around Asia; ...), promote the positive and international image of Canon in Mainland China and Asia.
- **Support major Canon events and projects around Asia**
- **Writing, editing, designing and spreading of Canon Asia internal magazine on monthly basis:** Collect and create content through interviews with management; manage magazine design; attract reader interest; exchange info with and “market the company” towards employees within Asia and around the globe.
- **Top management interviews and foreign language support:** Writing of management speeches (primarily for President of Canon Asia), internal publications and external publications - Requires high familiarity with the company, products, technologies and PR language, as well as correctness and detailed confirmation of information.
- **Brand management:** Check and approve POP materials using the Canon logo from all over Asia.
- **Budget management for Corporate Communications:** Communicate, discuss and present budget proposal, negotiate if necessary.

**October 2014 – June 2017**

**Canon (China/Asia) Headquarters, Beijing**

**Sr. Corporate PR Coordinator**

Daily communication in the HQ is in Chinese only.

**Responsibilities:**

- **Internal and external PR communication for Asia and rest of world:** Media arrangements at major events, including arrangement of interviews and preparation of Q&A, media folders, contact with vendors... and PR support for distant events. Also responsible for internal communication within our offices in Mainland China, such as Chinese media report sharings, PR Center updates, picture management etc.

*Achievement:* Arranged top-management interviews from Canon Inc. with 35 Asian core media at the Canon EXPO 2016 Shanghai (44,000 visitors)

- **Writing, editing, designing and spreading of CAMG internal magazine on monthly basis.**
- **Media club:** Organization of core media activities aimed at exchanging information and relationship building (often in cooperation with vendors).
- **Top management interviews and foreign language support.**
- **Social Media:** Co-manage all Canon official social media accounts (WeChat, Weibo, Douban), bring in ideas and check content developed by vendors.
- **Hosting of major Canon-events, in Chinese and English,** for crowds up to 1000 people.

## July 2013 – September 2014

### Benelux Chamber of Commerce, Beijing, China

#### Event Manager

Detailed organization of valuable and accessible seminars, social activities, and expositions which fit the interests and needs of our members. I also got a taste of sales and account management.

*Achievement:* Full organization of BenCham Gala which raised a record sum for charity Morning Tears.

#### Responsibilities:

Contact with venues (hotels, embassies...); choosing topics and finding speakers; arranging sponsorships, bands, catering...; budgeting, budget estimation; marketing; selling (event tickets, BenCham-membership); working closely together with the Event Assistant(s), the GM and the rest of the team; networking and promoting BenCham, attracting new members, following up on leads.

## May 2013 – June 2013

### Benelux Chamber of Commerce, Beijing, China

#### (Internship) Project Assistant

Managed our attendance at three expositions: UrbanTec (May 2013), Architect@Work Shanghai 2013 (June 2013) and the Clean Energy Expo China (July 2013).

*Achievement:* Exceeded expectations with highly equipped booths, great contacts with the BenCham members, television appearance and acquisition of new leads. This led to a permanent position at BenCham.

#### Responsibilities:

Communication with Expos, members, visitors; arranging samples/brochures with Chinese and western companies.

## EDUCATION

2012 - 2013

**Postgraduate Marketing Management** - EMS Management School Brussels, Belgium

2011 - 2012

**Tourism Management (Chinese medium)** - South China University of Technology, Guangzhou, China

2010 - 2011

**Master in Sinology (*cum laude*)** - Catholic University of Leuven (K.U.L.), Belgium

2009 – 2010

**Chinese Language Study: 1-Year Program, Chinese Medium** - Wuhan University, China

2006 - 2009

**Bachelor in Sinology (*cum laude*)** - Catholic University of Leuven (K.U.L.), Belgium

## EXPERIENCES

- ✓ Volunteering; freelance oral translation CH-EN (legal support); teaching; event hosting, participation in language, singing contests; core member of the Belgians in Beijing community (responsible for activities/communication); continued BenCham support.
- ✓ Several holiday jobs in sales and production.
- ✓ Instagram account: *simplechinese* (as of July 2017).

## INTERESTS

**Professional:** China, PR, Marketing, Visual Merchandising, Intercultural Relations, Event Management, Tourism, Hospitality, Buying, Negotiation Business Development, Product Management, Sales, Account Management, FMCG, (Belgian) Brands and Products (fashion, food, ...), Consumer Behaviour.

**Personal:** Travel, Cultural Events (performances, exhibitions, lectures ...), Singing (band), Writing for blog/magazine, Creative hobbies (drawing, painting ...), TED Talks.

## AWARDS

- ✓ Flemish Government Scholarship and Full Chinese Government Scholarship (2011-2012)
- ✓ Full Chinese Government Scholarship (2009-2010)