



Hong (Laurel) Wei

MSc in Management, B.A in Business English Marketing, Communication & Business Development

Skilled marketing strategist with strong capabilities in data interpreting, content presentation, storytelling, and graphic designing tools; Experienced sale & business representative in the luxury goods sector with a sales performance up to 100,000 euro as a part time staff.

Brussels, Belgium

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Experience

Marketing & Communication Manager

2 Bridge | Nov 2021 - Now

Marketing & Communication

- Create annual marketing and budget plans and implement them accordingly
- Organize campaigns, and create marketing tools, such as brochures, product videos, white papers
- Responsible for the company website(update & recreation) and LinkedIn account
- Manage all the internal and external communication letters

Event Management

- Create the company's event calendar and co-organize internal and external events

Business Development & Alliance Management

- Support BD & AM directors to explore business opportunities and build sustainable partnerships

Marketing & Communication Manager

Graftys | Apr 2021 - Aug 2021

Scientific & Business Administration Officer

Graftys | Jul 2019 - Apr 2021

Marketing & Communication

- Conduct market analysis on the biomaterials and analyze the market trend
- Create annual marketing & budget plans and implement them accordingly
- Create campaigns, and tools to support sales, such as product brochures, tutorial videos
- Responsible for the company website(update & recreation) and LinkedIn account
- Manage all the internal and external communications letters

Trainings

- Provide product trainings to the company's newcomers and distributors

Business Development

- Identify and evaluate potential distributors
- Support CEO to create business plans for new projects

Sales & Marketing Representative

Gautam Diamonds | Aug 2018 - May 2019

- Assist customers with the selection of the finest jewelry;
- Organize networking events and diamond appreciation workshops.

Marketing Intern

Huawei Technologies Belgium| Jun 2018 - Oct 2018

- Co-organize and follow up campaigns from initial proposal to the final acceptance;
- Support sales activities and assist stores to achieve sales target;

Major Achievements



- Joint Venture Business Plan
- Website creation from A to Z
- C-level Stakeholder Management
- One of the sales performances in the company's record
- And many more to be discovered...

Reference letters are available upon request