

YOANA ROTSAERT

Creative, Ambitious and Energetic



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23 October 1990



- ✓ **Marketing Manager**, but open for position as **Product Manager, Buyer or Sales**
- ✓ **Language Knowledge: Dutch, French, English and Chinese**
- ✓ **Master Corporate Communication**
- ✓ **China Expert**
- ✓ **Extensive Computer Skills**
- ✓ **Bachelor Sinology**

EXPERIENCE

**SALES AND MARKETING - CFL FLOORING
SHANGHAI**

**AUG 2016 – MAY 2019
3 YEARS**

SALES

- ✓ Understanding and advising sales strategy for a broad portfolio of customers
- ✓ Prepare quotations, samples and offer technical support
- ✓ Key account management

MARKETING

- ✓ Managing an international team of 6 people
- ✓ Design and implementation of online and offline marketing strategy for different brands and OEM customers
- ✓ Organisation of international trade shows: Hannover, Las Vegas and Shanghai
- ✓ POS projects for key distributors worldwide (designing of new store layouts for customers in US, EU, etc.)
- ✓ Project management
- ✓ In charge of different trainings
- ✓ Kick Off Company Culture

**ACCOUNT EXECUTIVE - HILL + KNOWLTON STRATEGIES
BRUSSELS**

**FEB 2015 - MARCH 2016
1 YEAR**

- ✓ Design and implement communication strategies for a broad portfolio of customers
- ✓ Organizing & coordinating events
- ✓ Setting budgets

- ✓ Execution of the communication strategy:
 - Media monitoring, pitch calls, stakeholder mappings, translations, creating media lists, etc.

VARIOUS STUDENT JOBS

2008 - 2014

BRUSSELS AND LEUVEN

- ✓ Diverse catering jobs with Mise en Place
- ✓ Bakers Assistant
- ✓ Administration jobs in different companies

EDUCATION

MASTER CORPORATE COMMUNICATION – KUL

2013 - 2014

LEUVEN

- ✓ **Languages:** French and English
- ✓ **Elective courses:** Communication management and Restructuring management
- ✓ **Dissertation:** Cultural difference in the external communication of the United States and China. A comparison between the press releases of Apple and Huawei.

INTENSIVE CHINESE LANGUAGE COURSE - HOHAI UNIVERSITY

2012 - 2013

NANJING

- ✓ Full Scholarship
- ✓ Intensive Chinese language courses

BACHELOR SINOLOGY, MINOR ECONOMICS – KUL

2008 - 2012

LEUVEN

- ✓ Chinese language
- ✓ Economics: Marketing, Accountancy, Micro and Macro Economics

SKILLS

Language						Computer						Other
Dutch						Word						Management
French						Excel						Social Media Platforms
English						Powerpoint						Facebook Promotions
Chinese						Outlook						Basic knowledge of SEO