
CAMELLA CHIANG

CONTACT



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camella.chiang@gmail.com



Camella Chiang



www.camellachiang.com

LANGUAGES

- English (Native)
- Mandarin (Intermediate)
- Dutch (Basic)

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Microsoft Office Suite
- SAP
- Salesforce

PROFILE

Developing and driving brand strategy while keeping the consumer at the heart of all decision-making is essential to my success in creating meaningful brand experiences. In doing so, I create trust between a brand and its audience that leads to shared experiences, new opportunities and awesome engagement.

EXPERIENCE

Global Digital Project Manager

G-Star RAW C.V. | 2018 - Current | Netherlands

Managed strategy alignment and asset creation for digital marketing projects across ecommerce, organic & paid social, and online multibrand channels. Influenced and managed the competing goals of stakeholders and senior management in a complex matrix organisation.

- Successfully managed cross-functional teams to deliver 6+ projects each month, involving: design and copy, production, content strategy, user journey, UX/UI, development, implementation, future proofing and business alignment, customer insights, analytics and planning
- Designed and implemented new processes to maintain quality and delivery deadlines despite constant strategic and resource changes

Global Retail Project Manager

G-Star RAW C.V. | 2017 - 2018 | Netherlands

Guided a cross-functional team and external agency to build and launch a new, online global asset platform for G-Star RAW employees, global partners and accounts. Created new end-to-end processes to increase the delivery of assets to market and augment brand consistency through all sales channels.

- Managed the project from concept to delivery, including: identifying objectives, milestones and KPIs, budgeting, planning, facilitating development and system integration and org. communications strategy
- Reduced off-standard marketing requests from local markets by 30%

Global Retail Marketing Coordinator

G-Star RAW C.V. | 2017 | Netherlands

Provided solutions for local retail opportunities with the focus of driving brand consistency and authenticity across all trade channels.

- Managed the in-house creative agency and production team to deliver multiple tactical and operational retail activations in market
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EDUCATION

Diploma of Chinese Language

Tsinghua University
2011 - 2012

Bachelor of Business Marketing (Applied)

RMIT University
2007 - 2011

Cert IV in Frontline Management

RMIT Business TAFE School
2010 - 2011

Resident

International House
University of Melbourne
2007-2009

Graduate

Girton Grammar School
2001-2006

EXPERIENCE | CONTINUED

Retail Marketer

adidas Australia Pty Ltd | 2014 -2016 | Australia & New Zealand

Successfully managed the execution of brand strategy, global campaigns and activations from end-to-end, for the owned retail portfolio. Elevated the brand through global asset leverage opportunities and premium execution to deliver strong ROI and business growth throughout the Pacific region. Achieved net sales growth year on year.

- Developed and implemented 5+ 360 degree marketing campaigns each month, including: PR, social media, events, sports marketing, sponsorship, retail strategy alignment and internal communications
- Contributed to a 20% increase in channel net sales, year on year
- Led the global Juventus FC in store activation from concept to delivery, involving high profile club ambassadors and club championship trophies
- Led a cross-functional team to implement a new store opening process that reduced project expenses by more than \$60,000

Sales and Marketing Manager

Deng Ocean Beijing Trading Ltd | 2012 - 2013 | China

Executed against brand strategy by creating brand-focused and targeted B2B and B2C marketing communications in English, German and Mandarin including online and offline content and sell-in tools.

- Built pricing strategies and activation opportunities to support growth in line with strategic business direction
- Designed project scope, strategy and planning for the company's first international market-entry consultation project between Germany, Africa and China
- Identified and implemented knowledge of Chinese tastes and trends in development of B2C strategy

Marketing Assistant

RMIT University (SLAMs Program) | 2010 - 2011 | Australia

Led the re-branding and product re-design to create a new program that addressed a university learning opportunity. Developed a successful integrated marketing campaign that exceeded targets by 200%, and became an award-winning education platform for the university, world wide.

Sales Assistant

adidas Australia | 2009 - 2014 | Australia

Runner Up, National Finals

L'OREAL Brandstorm Competition RMIT University

2009 - 2010 | Australia

REFERENCES

Contact details available upon request.