



## Vivian Lefei Zhou

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Senior-level brand strategist specialized in building and scaling tech brands in Europe. Performance-oriented, creative, and highly organized— with nine years of experience in positioning, storytelling, content management, creative production, and customer experience.

### POSITIONING

**Company Industry** EVBox  
Appliances, automotive, sustainability

**Challenge** As the company was facing more serious competition internationally, EVBox questioned how to remain the top provider of electric-car charging infrastructure.

**Solution** Claim a more intentional and distinct voice by promoting a clear and captivating message across EVBox's key target regions in Europe.

**Process**

1. Run internal and external assessments (incl. surveys, interviews, panels, workshops)
2. Compile learnings and recommendations for the leadership team
3. Workshop and draft [story, proposition, tagline](#) with multiple departments
4. Preference testing and A/B-testing
5. Activate employees
6. Implement positioning internally (i.e. templates, onboarding, knowledge base)
7. Implement positioning externally (i.e. social media, website, and customer assets)

**Key results**

- EVBox partners recognize EVBox's brand as one of the main reasons to work together with EVBox's
- EVBox remained in the top three across all industry leaderboards

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### REPOSITIONING

**Company Industry** RocketX, TicketSwap  
Business consulting, events services

**Challenge**

1. Why is it difficult for TicketSwap to position itself toward event organizers?
2. What's your feedback on the current positioning, value proposition, tagline, and website?
3. Show some concrete work you'd do to take the positioning of TicketSwap B2B toward event organizers to the next level.

**Proposal** [View here](#)

SAMPLE CASE

### PACKAGING

**Company Industry** Happeo  
SaaS, HR-tech

**Challenge** Happeo needed to update its pricing and features to become more profitable in the long run.

**Solution** Repackage Happeo's offering into three appealing packages that follow the logic of their customers' maturity and are thus considered more essential to their needs.

**Process**

1. Review consultancy recommendations and prerequisites from CS and Product teams
2. Draft and pitch three naming and description options to stakeholders
3. Preference testing with look-alike audience
4. Implement and review UI/design and copy on both website and customer assets
5. A/B-testing after launch

**Key results**

- Conversions doubled on [happeo.com/pricing](https://happeo.com/pricing)
- Happeo CSMs considered the new packaging storyline and descriptions much easier to remember and to customize to their talk track

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### COMMUNICATIONS

**Company Industry** PVH / Tommy Hilfiger  
Retail apparel and fashion, sustainability

**Challenge** Sustainable business and innovation are key topics that our global associates, customers and industry partners are interested in being updated on. Create a 360 degree communications plan that outlines key touchpoints to communicate to our associates, customers (i.e. Zalando, Asos, Amazon) and industry partners.

Key moments to keep in mind are Apr: Earth Day | May: Launch of first-ever sustainable brand ambassador | Jun: First-ever t-shirts made with Infinited Fiber Company | Sep: PVH CR Report Launches | Oct: People's Place Program New Legacy Designer Winner Capsule | Nov: Make it Possible Week for Global Associates.

**Proposal** [View here](#)

SAMPLE CASE

### BRANDING

**Company Industry** EVBox  
Appliances, automotive, sustainability

**Challenge** EVBox dealt with a legacy of limited design resources and lack of guidelines, templates, and workflows. This made it challenging to apply EVBox's branding, and made it costly to implement branding changes in one go.

**Solution** Dedicate one quarter a year to complete a few priority items, with attention to usability and ease of implementation.

**Process**

**Year 1:** Refine positioning (see "POSITIONING"), which forms the foundation for all branding updates.

**Year 2:** Define and implement verbal identity (incl. tone of voice, writing guidelines, and email templates) across key communications from Support, Finance, and Sales.

**Year 3:** Simplify and automate font use, color palette, and templates for presentations, social media assets, videos, instruction manuals and labels, and product packaging.

**Year 4:** Compile the above ([branding guidelines](#)) and prepare for bigger changes in the visual identity, incl. pitching, discovery, and concepting.

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