



Vivian Lefei Zhou

[linkedin.com/in/vivianlefei](https://www.linkedin.com/in/vivianlefei)
vivianlefei@gmail.com
+31(0)611846541

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

Brand and Marketing Manager, vaylens

'24–present | SaaS, EV charging management | B2B | ±90 employees

- Building and optimising the website and campaigns based on refined ICPs, industry segments, use cases, and features; achieving 118% average monthly increase in new and returning visitors in the first three months after launch, and 50% of organic search traffic becoming MQLs within a year
- Establishing brand presence across three regions through SEO/GEO, PR and partner collaborations, events, and LinkedIn; increasing domain authority score by 11 points and monthly active users by ten-fold within six months
- Building the marketing team of three direct reports and 5+ contractors, setting agile OKRs and workflows and safeguarding the sales and marketing budget

Senior Brand Strategist, vaylens

'23–'24 | SaaS, EV charging management | B2B | ±70 employees

- Directed the company's rebranding and positioning; defined [new narrative](#), naming, messaging framework, brand identity, templates, and guidelines ([brand.vaylens.com](#)); and helped all departments implement changes across tooling, assets, and communications within six months
- Curated, produced, and organized the company's launch [in Germany](#) and the UK, achieving +67 NPS for the [private launch event](#) dedicated to customers, partners, and employees; and achieving a top 5 position in LinkedIn reach, engagement, and follower growth compared to established competitors as a result of event activations

Senior Brand Strategist, Happeo

'22–'23 | SaaS, HR-tech | B2B | ±100 employees

- Collaborated with the CEO and leadership team to clarify the company's strategy framework, [mission, vision, brand story](#), and [product plans and pricing](#), aligning them with the company's long-term objectives
- Initiated content, messaging, LinkedIn, and UI improvements that doubled conversions, tripled monthly active users, tripled referral traffic on the company's website, and decreased bounce rate by half

Head of Brand & Communications, EVBox

'19–'22 | electric vehicle charging | B2B, B2C | ±300-700 employees

- Established a successful brand positioning through B2B and B2C campaigns, while leveraging quantitative and qualitative research methods to monitor brand equity—keeping the company in the top 3 across industry leaderboards
- Maintained company-wide compliance to customer communications and content production by implementing clear guidelines, templates, and workflows leading to improved operational efficiency and brand consistency
- Managed crisis communications in prevention and reaction of incidents, and coordinated the production and launch of our help center and NPS/feedback loops, safeguarding the company's image and reputation
- Directed creative production and branding for product releases, including naming, trademarking, advertising, propositions, and packaging, ensuring a consistent and impactful brand message
- Built and guided a high-performing team of five direct reports by optimizing workflows, agency relationships, budgets, OKRs, onboarding, and performance reviews—transforming juniors to managers

Content & Brand Manager, EVBox

'15–'18 | electric vehicle charging | B2B, B2C | ±30-200 employees

- Played a pivotal role in the company's growth from startup to scale-up by establishing branding guidelines and templates, and creating compelling assets for prospects and customers (i.e. packaging, manuals, installation videos, product photos, and event booths), ensuring consistent and impactful brand communication across all touchpoints
- Developed and implemented the company's first content strategy, resulting in tripled subscribers, followers, reach, open rates, and engagement rates for content and communications across eight regions

Technical skills

Visual design and video editing

Adobe InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, CapCut

Email marketing and automation

HubSpot, Salesforce, Mailchimp

Project management and ideation

Jira, Trello, ClickUp, Typeform, Mural, Miro

Content and asset management (DAM)

Salesforce, HubSpot, ModX, Confluence, Bynder

Social media management and social listening

Buffer, Mention, Meltwater, SEMrush

User research, A/B-testing, split-testing

interviews, surveys, panels, HubSpot, Facebook Ads, Lyssna, Wynter

Website development and wireframing

Figma, Balsamiq, design thinking framework

Website SEO/GEO, tracking, and analysis

Google Analytics, SEMrush

Fluent in English, Dutch, and Chinese

Other experience

Creative Intern

DWNLD, 2014-2015

Marketing Intern

Variety, 2014

Teaching Assistant

The New School, 2014

Festival Programming

Tribeca Film Festival / Tribeca Film Institute, 2013

Communications Assistant

Binger FilmLab, 2013

Guest Desk

International Film Festival Rotterdam, 2011-2012

Sales Advisor

Schiphol Airport Retail, 2011-2012

Education

RSM Erasmus University

Brand Strategy (certification), 2019

Growth Tribe

Growth Marketing (certification), 2016

The New School

MA Media Studies, 2015
NSPE Dean's Merit Scholarship / GPA 3.97

Erasmus University Rotterdam

MA Media, Culture, and Society, 2013

University of Amsterdam

BA Film Studies, 2012