



Vivian Lefei Zhou

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Experience

Senior Brand & Communications Manager 2019 – Present | EVBox

Key achievements

Established a successful brand positioning that keeps the company in the top 3 across industry leaderboards.

Streamlined company-wide compliance to communications and creative production by implementing clear guidelines, templates, and workflows.

Managed the evolution of my team from interns and creatives, to strategists and managers in less than two years.

Established the company's first in-house agency to accelerate the company's expansion.

Current responsibilities

- Directing the consolidation between EVBox and its legacy sub-brands with executive management, engineering, and commercial teams
- Ensuring a successful implementation of our brand positioning by defining campaigns and branding updates, and measuring brand equity KPIs using quantitative and qualitative research methods
- Providing communication and brand reputation management consultation during and in prevention of incidents
- Overseeing the creative production and branding for new product and feature releases (i.e. naming, trademarking, advertising, copy matrices, brochures, and packaging)
- Enabling the career growth of team members to meet changing organizational and personal development needs
- Maintaining focus and efficiency across team members by optimizing strategies, budget, OKRs, workflows, onboarding sessions, and performance reviews

Content Manager 2016 – 2018 | EVBox

Key achievements

Defined and implemented the company's first content strategy, and doubled the average reach and engagement across contents and communications across eight regions; click-through rates increased 105% for email communications, average followers and reach increased 150% and 100% respectively for social media channels, and unique page views increased 164% for blog articles.

Content Producer / Visual Designer 2015 – 2018 | EVBox

Key achievements

Enabled the company's transition from startup to scale-up by formalizing its first branding guidelines and templates, producing its first campaigns, and creating its first assets for prospects and customers (i.e. packaging, manuals, installation videos, product photos, event booths).

Skills

Visual design and video editing

using Adobe InDesign, Illustrator, Photoshop, Premiere Pro, and After Effects | [see creative work](#)

Email marketing and automation

using Salesforce, HubSpot, and Mailchimp

Project management and workflow automation

using agile methods, JIRA, Trello, and Typeform

Content and asset management

using Salesforce, HubSpot, ModX, Confluence, and Bynder

Social media management and social listening

using Buffer, Mention, and Meltwater

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

using interviews, surveys, and panels, as well as HubSpot, Facebook Ads, and UsabilityHub

Website development

using web design and experimental design processes

SEO/data tracking and analysis

using Google Analytics, Google Trends, MOZ, and social media insights tools

Fluent in English, Dutch, and Chinese

Other experience

Content Marketing Intern at DWNLD (Verst)

2014 - 2015, New York

Teaching Assistant at The New School

Class: Social Media Design & Management
Summer 2014, New York

Marketing Intern at Variety

2014, New York

Festival Programming Volunteer at TFF / TFI

Tribeca Film Festival / Tribeca Film Institute
Winter 2013, New York

Project Assistant at Binger Filmlab

2013, Amsterdam

Guest Desk Volunteer at IFFR

International Film Festival Rotterdam
Winter 2011 and 2012, Rotterdam

Education

RSM Erasmus University

Brand Strategy (certification), 2019

The New School

MA Media Studies, 2015

School of Public Engagement
Parsons School of Design
NSPE Dean's Merit Scholarship / GPA 3.97

Erasmus University Rotterdam

MA Media, Culture, and Society, 2013

University of Amsterdam

BA Film Studies, 2012