



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, creative production, content management, and customer experience.

Director of Brand & Content, Happeo

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

- Helped the CEO and leadership team to elevate our brand influence by redefining and implementing the company's strategy framework, brand positioning, product packaging and naming, and building thought leadership through owned channels and Forbes Councils
- Spearheaded content initiatives and campaigns to improve user engagement and increase brand visibility: 293% YoY increase in organic active users on top-funnel website pages, 54% YoY decrease in the average bounce rate on the blog, 121% YoY increase in engagement rate on LinkedIn, and a 191% YoY increase in referral traffic to the website
- Managed a team of three direct reports through organizational changes and supervised the creative direction and production to ensure consistent and compelling brand messaging across the company's website, organic social media, and product releases (incl. UI design, video, and copywriting)

Head of Brand & Communications, EVBox

'19-'22 | appliances, PaaS, automotive, cleantech | B2B, B2C | ±1000 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
- Directed the consolidation between EVBox and its legacy sub-brands, collaborating with C-level, product, and commercial teams, ensuring a seamless transition and a unified brand identity
- Streamlined 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
- Oversaw 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 / Content Producer, EVBox

'15-'18 | appliances, automotive, cleantech | B2B, B2C | ±200 employees

- Played a pivotal role in the company's growth from startup to scale-up by establishing branding guidelines and templates, ensuring consistent and impactful brand communication across all touchpoints
- Pioneered the development and implementation of the company's first content strategy, resulting in doubled reach and engagement rates for content and communications across eight regions
- Spearheaded successful social media campaigns, driving 150% increase in average followers and 100% increase in reach, effectively expanding the company's online presence and audience base
- Amplified readership and interest in the company's blog, achieving a 164% increase in unique page views, positioning the company as a thought leader in the industry
- Created compelling assets for prospects and customers, including packaging, manuals, installation videos, product photos, and event booths, enhancing the overall customer and brand experience

References

Available upon request; [recommendations](#) from teammates and managers

Technical skills

Visual design and video editing

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

Email marketing and automation

HubSpot, Salesforce, Mailchimp

Project management and workflow automation

JIRA, Trello, ClickUp, Typeform

Content and asset management (DAM)

SalesForce, HubSpot, ModX, Confluence, Bynder

Social media management and social listening

Buffer, Mention, Meltwater

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

interviews, surveys, panels, HubSpot, Facebook Ads, UsabilityHub

Website development and wireframing

Balsamiq, design thinking framework

Data tracking and analysis

Google Analytics/Trends/Search Console, social media insights tools

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

Waitress

Sumo Restaurants, 2009-2011

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