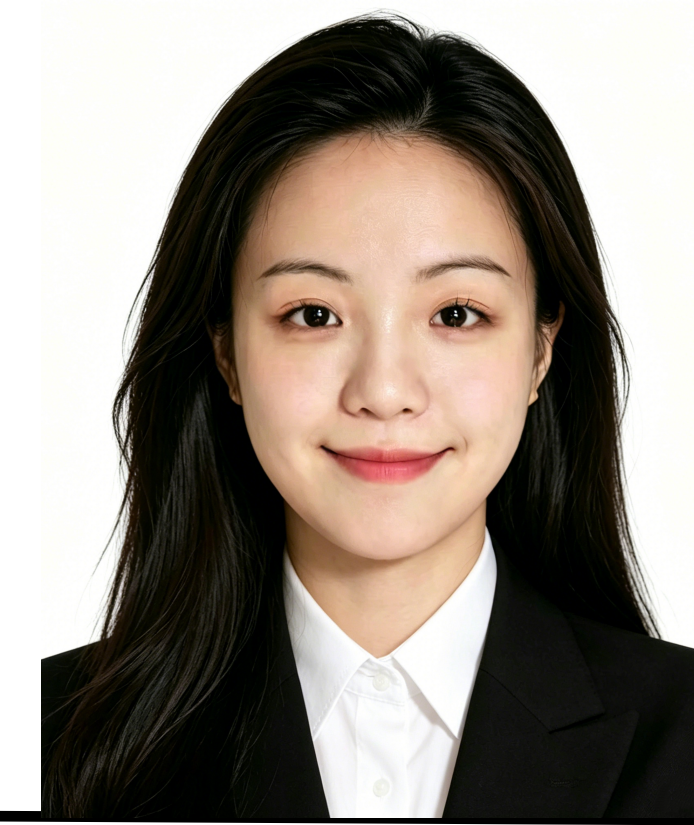


冯炜燕

策略运营 | 海外工作2年 | 广州

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个人优势

2年欧洲销售运营经验，熟悉B2B全链路，擅长通过数据洞察驱动策略优化与流程提效。具备扎实的数据分析能力和跨部门协同经验，曾统筹展会项目实现4天200万欧元订单，双倍达成目标。四语沟通+跨文化背景+美学素养，确保项目执行兼具效率、沟通精准度与高品质呈现。

工作经历

DC GROUP (罗马) (主营文具、厨具、美妆耐用品批发，覆盖欧洲B端经销/零售商、亚马逊及自营网站)

> 销售运营专员 2024.05 - 2026.04

- 策划并执行100+促销机制，涵盖面向客户促销方案及销售团队业绩激励方案，推动特定产品GMV增长超50%。
- 核心参与设计B端客户分层激励体系（阶梯返点），覆盖2000+欧洲批发商及零售商，有效提升高价值客户粘性与复购率。
- 周度监测销售数据，结合竞品动态与用户行为分析，持续优化活动策略。

> 终端视觉陈列专员 2023.10 - 2024.05

- 统筹内外部资源，独立负责欧洲客户店面陈列方案从策划到落地；
- 直接对接欧洲客户沟通陈列需求，处理现场突发问题；
- 全链路监控物料调配至现场执行，确保陈列标准精准落地。

玫瑰世界网络科技有限公司 (北京) (奢侈品电商平台)

> 电商运营实习生 2020.02 - 2020.07

- 选品&内容运营：追踪时尚趋势与用户浏览数据，筛选高潜力单品创建主题合集，撰写推送内容；
- Listing优化：基于竞品与转化数据，优化标题、卖点排序及视觉呈现，辅助提升单品转化表现；
- 库存与数据管理：监测产品库存与动销数据，及时调整上下架，参与数据库搭建，确保SKU信息准确率。

项目经历

> 米兰HOMI展会 2026 | 销售机制负责人

- 项目背景：公司连续两年业绩下滑，本次为时隔三年首次参展。
过往展会以品牌曝光为主，转化有限，且旧促销模式无参考价值。
- 我的行动：
 - 市场调研：调研客户采购意愿、销售团队转化痛点、竞品方案及产品优势；
 - 策略开创：根据展会场地及参展客户特点，从零制定差异化销售策略（80+个全新机制）；
 - 销售赋能：主导输出《展会销售图册》，设计分层接待流程与动态报价策略，组织团队培训；
 - 统筹管理：协调跨部门团队，确保陈列、物料、人员、备货0延误落地。
- 最终产出：展会期间预订单突破200万欧元，覆盖1000+客户，双倍达成目标，为公司建立可复用的成功范式。

> PROMO SUPERSONICA | 项目负责人

- 项目背景：6月意大利夏季备货窗口，一批夏季产品滞销近2年，库存积压严重；
- 核心难点：滞销品客户抗拒强、销售信心不足，需全流程精细管控。
- 我的行动：
 - 调研竞品方案、产品竞争力及客户机制偏好，锁定6月最佳窗口并推动立项；
 - 筛选夏季滞销品，匹配高价值赠品制定促销组合；
 - 跨部门协同落地促销机制，全流程闭环管理，逐日复盘，快速解决卡点。
- 最终产出：覆盖100+客户，滞销品GMV达成250%+增长，沉淀出季节性滞销品促销SOP。

教育背景

罗马美术学院 | 2020.11 - 2023.10 时尚与艺术设计 研究生

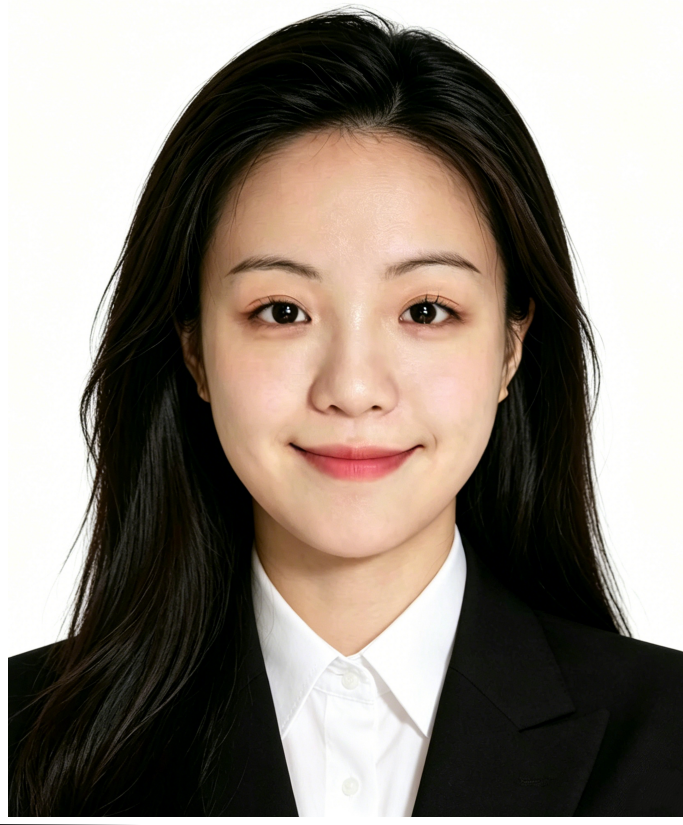
主修课程：时尚设计、服装企划、时尚布景

天津商业大学 | 2016.09 - 2020.07 珠宝营销实验班 双学位本科

主修课程：市场营销、营销策划、珠宝消费心理、珠宝企业实务

技能与证书

- 工具：Office (Excel 透视表、PPT等)、Power BI、SAP、Photoshop / Rhino Ceros
- 语言：粤语（母语）、普通话（标准）、意大利语（可作为工作语言）、英语（CET-6）
- 证书：LVMH培训证书



个人优势

2 years European sales support | B2B full-cycle expertise |
cross-functional coordination | Data-driven process optimization |
Four languages (Chinese/Cantonese/English/Italian) | Cross-cultural & aesthetic background

Work Experience

- DC GROUP (罗马)

> Strategy Operations

2024. 05–2026. 04

- Designed and executed over 100 promotional mechanisms targeting both customers and internal sales teams, driving GMV growth of over 50% for specific product categories.
 - Played a key role in designing and implementing a tiered B2B customer incentive system (tiered rebates), covering over 2,000 European wholesalers and retailers, effectively increasing high-value customer loyalty and repurchase rates.
 - Monitored sales data weekly, incorporating competitor trends and user behavior analysis to continuously optimize campaign

> Visual Merchandising

2023. 10–2024. 05

- Coordinated internal and external resources, responsible for planning and executing store display solutions for European clients.
 - Directly engaged with European clients to understand display needs and resolve on-site issues.
 - Managed the entire chain from material allocation to field execution, ensuring precise implementation of display standards.
- Rose World Internet Technology Co., Ltd.

> E-commerce Operations Intern

2020. 02 – 2020. 07

- Curated themed collections and drafted push content based on fashion trends and user browsing data.
 - Optimized listings (titles, selling points, visuals) using competitor and conversion data to boost conversions.
 - Monitored inventory and sell-through data, managed listings, and supported database build to ensure SKU accuracy.
- *Wholesale of stationery, kitchenware, and cosmetic durables, covering B2B distributors across Europe, Amazon, and proprietary e-commerce platform.*

Luxury E-commerce Platform

Project Experience

- > Fair Homi Milan 2026 | Sales Mechanism Lead

- Background: Following two consecutive years of revenue decline, this marked the company’s first participation in three years. Previous prioritized brand awareness over conversion, and legacy promotional models offered limited reference value.
 - My Actions:
 - * Research on customer purchase drivers, sales team pain points, competitor offerings, and product strengths;
 - * Developed a differentiated GTM sales strategy from the ground up, tailored to venue dynamics and attendee profiles, introducing 80+ new promotional mechanisms.
 - * Led the creation of the *Exhibition Sales Brochure*, designed tiered reception, delivered team training;
 - * Coordinated cross-functional efforts to ensure 0-delay execution across displays, materials, staffing, and inventory.
 - Outcome: Generated over €2 million in pre-orders, reaching 1,000+ clients and exceeding target by 200%.
- > PROMO SUPERSONICA | Initiator & Project Lead

- Background: Italian summer stocking window; summer SKUs had been slow-moving for nearly two years with heavy backlog.
 - Challenge: Strong customer resistance and low sales confidence required end-to-end process oversight.
 - My Actions:
 - * Analyzed competitor strategies, product differentiation, and client incentive preferences
 - * Selected summer slow-movers and paired them with high-value gifts to enhance bundle appeal.
 - * Drove cross-functional execution with full lifecycle management — from sales enablement to logistics and receivables - supported by daily reviews to resolve bottlenecks.
 - Outcomes: Reached 100+ customers, 250%+ GMV growth on slow-moving products, established seasonal promotion SOP.

Education Experience

- M.A. in Fashion Design | Academy of Fine Arts, Rome

2020.11 - 2023.10

Main Courses: Fashion Design, Fashion Merchandising, Fashion Set Design
- B.A. in Jewelry Marketing (Experimental Class) – Double Degree Program | Tianjin University of Commerce

2016.09 - 2020.07

Main Courses: Marketing, Marketing Strategy, Jewelry Consumer Psychology

Skills & Certifications

- Tools: Microsoft Office (Excel pivot tables/charts, PPT presentations), Power BI, SAP, Photoshop / InDesign / Rhino Ceros (promotional materials and product page design)
- Languages: Cantonese (native), Mandarin (native), Italian (working proficiency), English (CET-6, working proficiency)
- Certifications: NGTC Jadeite Appraiser, LVMH Inside Training Certificate