



Echo Yang 楊瓊謙

Marketing Manager in Taiwan & China
cosmetic marketing for 16 years
working experience

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WORK EXPERIENCE

Marketing Manager for ANNA SUI and PAUL&JOE Albion CO., LTD Taiwan branch

10/2017 - 05/2021

Albion, founded from 1956 in Ginza Tokyo, is a Japanese manufacture and distributor of luxury cosmetics that offers global and Japanese brand cosmetic lines.

- Achievements/Tasks: Accomplish the task of launching ANNA SUI/ PAUL&JOE back to Taiwan cosmetic market and build the team within 6 months.**
- Embark on business developing and marketing communication planning on first stage and successfully open first ANNA SUI counter in Sogo Taipei on April 2018 and PAUL & JOE on July 2018.
- Lead PAUL & JOE re-branding project to implement booming **pop-up store in Mitsukoshi A11 Taipei**. Create **the best historical sales** performance of the post-Mother's Day period.
- Respond for around annual **NT\$70M** sales and deliver average **14%** continual sales growth in 3 years.
- Leading 2 marketing members to arrange **\$10M marketing budget** for 2 brands to launch new product lines monthly.

Marketing Manager for L'HERBOFLORE MIKOBÉAUTÉ International Co., Ltd.

11/2012 - 04/2014

MIKOBÉAUTÉ is Taiwan's significant native skin care company to be listed on the stock market. It's good at developing a flexible business model, quickly expand the points in the China & Taiwan marketplaces and open up visibility. 3 main brands in the group are envie de neuf (EDN) 茵蝶, NU+derma 新德曼, L'HERBOFLORE 蕾舒翠.

- Achievements/Tasks: Create Taiwan NO.1 mask brand L'HERBOFLORE from product development, brand promotion to marketing planning.**
- In 2012, open first strategic flagship counter in **Taipei 101 shopping center** and then quickly extend business to China for build the multi-channel (physical channel, on-line channel, drugstore, phone-selling) in Asia.
- Accomplish successful opening **PR event** for trade partners and media which effectively build the brand popularity in the marketplace and **gain 15M media exposure value**.
- Develop 39 product lines on mask, skin care & body care products. **Lead 6 manpower** to take in charged of marketing plan and execution. Create over **NT\$100M annual sales** with around **25 counters**.
- Rank as **top 10 facial mask** brand in China within 12 months after launch. It takes 5% market share. L'HERBOFLORE is the leading brand of middle-price luxury facial mask for young female consumers.

Trade Marketing Manager for Biotherm L'ORÉAL

07/2010 - 01/2012

L'ORÉAL is a French company which is worldwide leading cosmetics group with 36 brands and selling in 150 countries for more than 100 years.

- Achievements/Tasks: Responsible for creating positive growth rates of Biotherm in two mega promotional period each year to guide brand forward growth.**
- Carry out 60% annual sales of Biotherm and deliver **3.3% growth in 2010 anniversary and 7.7% growth in 2011** mother's day that successfully stop the declining sales of Biotherm. Monthly present the results and status for Luxe division GM.
- Develop mega promotion marketing strategy, plan and take it into operation for achieving the targets.
- Negotiate with **35 partners of department stores** for best resources

SKILLS

- Digital Marketing
- CRM
- Communication & Negotiation skill
- PR
- Story telling
- Training
- Marketing Strategy & Operation
- Leadership skill
- Product Management
- Problem-solving Skill
- Business development skill

PERSONAL PROJECTS

Launch plan of Korean Body&Hair product brand. (06/2021)

- Market survey and proposed launch strategy for distributor.

Create personal small business to sell hearing aid (12/2014 - 03/2016)

- Sell out all the American manufacturer's inventory

ORGANIZATIONS

Elected as an employee representative

Albion Employee Welfare Committee

04/2020 - 04/2021

Elected as an employee representative

L'OREAL Employee Welfare Committee

01/2011 - 12/2011

Awarded for Sasa co-op project P&G Asia Pacific Deployment Meeting

10/2008

Vice President Study Union

07/1997 - 07/1998

WORK EXPERIENCE

Product Manager for Fine Fragrance Brands(Gucci, Dolce&Gabbana, D&G, Hugo, Boss, Lacoste, Escada, Dunhill, Montblanc)

Procter & Gamble Prestige & Professional

04/2004 - 06/2009

P&G is the biggest worldwide consumer products company for over 180 years in America. Fortune Magazine has published it as the most respected companies who are the leader in people's livelihood, consumer goods cosmetics, cleaning supplies industry.

- *Achievements/Tasks: Deliver consecutive sales growth from fiscal 05/06 to 07/08 and develop as Taiwan leading fine fragrances company.*
- Operate about **NT\$240 million** business and effectively control annually marketing budget around **NT\$70 million**. Basing on regional strategy to deploy local marketing plan for every brand and key initiative launches to maximize exposures. It's pity that slightly drops 11% sales in 08/09, impacted by financial crisis and harmonization.
- Manage about **80~100 product lines** and control stock level was under controlled on 90~120 days.
- In 2007, launch HUGO XX-XY New Fragrance as the second largest share of the new male fragrance in Taiwan.

PR & Marketing Specialist for H2O Water Babe Co. Ltd.

06/2003 - 02/2004

A Hong Kong invested firm that distribute H2O which is famous cosmetics brand in China, Hong Kong and Taiwan.

- *Achievements/Tasks: Implement launch plan and take charge of BTL activities: DM, flyer, floor stand, promotion.*
- 15 counters & 1 flagship store

Account Executive for L'Oreal Skin Care / Garnier / Whirlpool / MFI

Publicis Advertising Agency

09/2002 - 05/2003

Publicis is the 3rd global advertising agency in terms of business scale.

- *Achievements/Tasks: Gain the trust of director and customers and expand the scope of responsibility.*
- Adapt regional **advertising plan** into local's version. Be the key communicate bridge between customers and creative teams. Implement advertising plans for customers and track competitor advertising information for customers.

Marketing Executive for Elizabeth Arden ELEMIS cosmetics international corporation

07/2000 - 04/2002

Elizabeth Arden was the first international cosmetics brand to be introduced to the Taiwanese market by ELEMIS. At the time, it was a popular international maintenance brand.

- *Achievements/Tasks: Successfully improved 6% annual sale contribution of each member in 2001 and upgraded satisfaction of membership.*
- Develop & implement annual **CRM program** and lead IT department to develop & maintain CRM system
- Create and manage **display plan** for counter image and trade activities

EDUCATION

Bachelor of Public Communications Division of Advertising in Shih Hsin University (07/1996 - 07/2000)

CONFERENCE & COURSES

Anna Sui Training and International PR Event in Tokyo

Albion CO., LTD Taiwan branch

02/2020

Annual Brand Budget Meeting in Tokyo

Albion CO., LTD Taiwan branch

01/2019

Marketing Orientation in Tokyo

Albion CO., LTD Taiwan branch

10/2017

Cosmetics Exhibition in Hong Kong

MIKOBEAUTÉ International Co., Ltd.

11/2013

LPD Key Account Management II

L'ORÉAL

05/2011

Regional Brand Meeting in Beijing

Procter & Gamble Prestige & Professional

11/2007

Regional Brand Meeting in Yunnan

Procter & Gamble Prestige & Professional

12/2006

Fine Fragrance Meeting in Switzerland

Procter & Gamble Prestige & Professional

03/2005

LANGUAGES

Mandarin
Native or Bilingual Proficiency

English
Professional Working Proficiency