

Chiao Kai (Boris), Chang

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Hi! I'm Boris, originally from Taiwan, and have been working and living in Beijing, China since 2015. Over the past 6 years, I've devoted myself to the brand and marketing world in the country and region of Germany, Hong Kong, China, and Taiwan.

ZAOZUO is a home décor DTC brand that I had worked for over the last 5 years in Beijing. As a brand and marketing director, my team and I started everything from scratch and grew the brand from 0 to the No.1 position in this segment in China. <https://www.zaozuo.com/>

Landor is a globally renowned brand consultancy that I'd worked for during 2014 and 2015 in the HK office. Being a brand strategist, I joined various great projects in mainland China, ranges from property development, industrial theme park, health, and insurance, to cosmetics and fashion. Starting from deck research, client and customer interview, field study to creative brainstorming, I have solid training and profound experience in helping brands define positioning, creative, and marketing strategies. <https://landor.com/>

And now, I'm working as an independent consultant and digital marketer, focusing on English/Chinese content localization, China/Taiwan market entry strategy, business development, and brand design.

For my translation experience, Plz refer to these cases that I was responsible for the localization:

1. Skoove, an AI piano-learning app from Germany. I was in charge of its content localization from English to both Simplified Chinese for China market, and Traditional Chinese for the market of Hong Kong and Taiwan. <https://www.skoove.com/en>
2. Pong Pong, a voice-chat social platform from China. I was in charge of its content localization from Simplified Chinese to both English and Traditional Chinese. <https://apps.apple.com/sg/app/pong-pong-%E5%85%A8%E7%90%83%E8%8F%AF%E4%BA%BA%E8%AA%9E%E9%9F%B3%E4%BA%A4%E5%8F%8B%E7%A5%9E%E5%99%A8/id1487791969>
3. Galaxy Kids, an Edtech company is about to launch in China and Taiwan market, I was responsible for the website and landing page localization. <https://galaxykids.ai/zh-hant/>

Plz find more about me via my CV below. Cheers

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WORK EXPERIENCE

ZAOZUO

Brand & Marketing Director

ZAOZUO 造作新家 *Dec.2015-Present*
Beijing, China

Create and steer the development and execution of integrated marketing communications plans and related budgets; hired, trained and managed marketing and support teams of 8 from scratch; support sales and account management, provide tools for successful sales growth in both B2B and B2C furniture and houseware market; lead creative design and copy-writing for digital and print assets, as well as internal and external communications, including website, social media, PR, trade and community engagement.

Landor Associates

Strategist

Landor *Oct.2014-Nov.2015*
Hong Kong

- Provide brand strategy consultation on brand idea, positioning, naming and brand architecture development to a wide range of Chinese and international brands in the industries of fashion, finance, transportation, cosmetics, property development, ICT and mobile.
- Develop brand message platform that articulates brand's idea and capabilities in ways that connect to, and engage customers.

Deutsche Post DHL

Corporate brand marketing Intern in Global HQ

Deutsche Post DHL

Sep. 2013-Aug.2014
Bonn, Germany

- Global benchmarking and competitive research for strategic branding projects (brand architecture, employer branding and brand touch points)
- Conduct digital marketing report analysis to monitor the effectiveness of search engine marketing from every country
- Work closely with agencies for various projects, such as SEM, brand logo migration, recruitment advertisement and global branding campaigns

PINZAAN Co., Ltd

Sales & Marketing Specialist



Aug.2012-July.2013
Taipei, Taiwan

- Responsible for channel marketing, liaised closely and coordinate sharing of resources with distributing partners from USA, Japan, France and Germany
- Reengineered international sales/ marketing strategies and developed product portfolios/ Sales channels, generating overall sales growth of 185%
- Reengineered pricing models, resulting in 140% growth of annual profit

AIESEC

National Manager of Business Development



Jul. 2008-Jun.2010
Taipei, Taiwan

- Reengineered national sales/marketing strategies and developed product portfolios/sales channel, resulted in 160% sales growth

EDUCATION

- **National Cheng Chi University**
Bachelor, Business Administration

Sep. 2007-Jun.2011
Taipei, Taiwan

- **Peking University**
Exchange Student, Guanghua School of Management

Aug.2010-Jan.2011
Beijing, China