

Weibin Han

Communicator

Profile

After working with both start-up and established PR agencies on a wide range of sectors for ten years, I moved to Belgium for M.A. studies in 2017, followed by Poland, and I lived in the Netherlands through a zoekjaar visa from March 2020 to February 2021. I am currently in Shanghai looking for new job opportunities in marketing, communications and research.

Employment History

November, 2021 to present

Freelance consultant for communications, market research and writing projects. From February to March, 2022 I worked on a project for Serviceplan Middle East. Working with the Managing Director at Serviceplan, I delivered a project for an Oman-based industry client for a tradeshow in China, the scope covered advertising key visuals development, PR content development in Chinese, media strategy and relations. From June to August, 2022 I completed a China market entry report for a Dutch industry company.

May – October, 2021, consulting project for Siemens Serbia on communications with Chinese investors and companies in Serbia. I advised the management team on stakeholder relations management, developed content in Chinese for the stakeholders and provided intelligence briefings on Chinese investments in the Western Balkans.

July 2019 – January 2020, attending a summer school on the Western Balkans in Berlin from 19 to 28 August. Travels in China to visit family and friends and application for a zoekjaar visa with the Dutch consulate in Guangzhou which entitles me to move to the Netherlands eventually in March 2020.

Account Director at Red Bridge Communications, Shanghai March 2015 – June 2016

- Lead four team members to manage Value Retail, a U.K.-based company focusing on travel retail. The team markets European destinations from Milan to Oxford to Chinese tourists, building mindshare amongst target consumers as preferred holiday options.
- Achievement: I led a team of six to launch Shanghai Village in May 2016 for Value Retail over a nine-month campaign period that integrates media relations, executive interviews, social media influencer and event management, working closely with the Value Retail teams in China and Europe.

Details

M: 0086 182 1728 3955

E: weibinhan@icloud.com

Nationality

Chinese

Links

[LinkedIn](#)

[Twitter](#)

Skills

Microsoft Office Experienced

Consulting Experienced

Copywriting Experienced

Analytical Thinking Experienced

Curiosity Experienced

Customer Relationship

Management Experienced

Event Management Experienced

Budget Management Experienced

Digital Photography Experienced

Languages

Mandarin Chinese Fluent speaker

Cantonese Native speaker

English C1

French B1

German A2

Spanish A1

Account Director at RTG Consulting, Shanghai

January 2012 — December 2014

- I lead a team of four, working on property and hospitality clients in China and Singapore, including Urban Resort Concepts (URC) and Keppel Land
- Achievement: Managed The PuYu Hotel and Spa (Wuhan) launch to 50 national media in November 2013 over a three-day campaign, delivering high-impact interviews for URC corporate executives and hotel designers. I developed pre-opening media strategy and implementation plans for Keppel Land in collaboration with creative and media buy agencies

Consultant at Interpublic Group, Beijing and Shanghai

July 2006 — December 2011

- Started my PR career in Beijing with Weber Shandwick in the Tech practice, servicing clients in the technology, aviation, industry and government sectors. Clients include Symantec, Bahrain Economic Development Board
- Major events include the signing of an FTA agreement between New Zealand and China, the launch of Beijing to Abu Dhabi new route for Etihad Airways, and a nationwide campaign to connect university students with Nobel laureates on behalf of Honeywell Corporation
- Transferred within the same group from Weber Shandwick to GolinHarris in 2010, working in a team of five to service Dow Chemical Greater China team on corporate communications

Education

M.A. in European Interdisciplinary Studies, College of Europe Natolin, Warsaw, Poland

August 2018 — June 2019

- Advanced studies in European history, politics and policy making as a Geremek scholar focusing on European history in the 20th century with devotion to authoritarianism.

M.A. in European Studies, KU Leuven, Leuven, Belgium

September 2017 — August 2018

- European Union studies with focus on modern European history including the collapse of empires and state-building, the EU's external relations with Russia, China and the U.S.

M.A. in American Literature and Culture, University of Leeds, Leeds, United Kingdom

September 2004 — June 2005

- M.A. course on American studies with focus on the Vietnam war and trauma in the genre of cinema.

B.A. in English Language and Literature, Beijing Institute of Technology, Beijing, China

September 2000 — June 2004

- B.A. studies in English, with thesis devoted to V.S. Naipaul's *The Enigma of Arrival*