

# 尚磊简历

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## 个人介绍

- 6年+MarTech及数字化项目交付经验,覆盖从广告营销到企业SaaS数字化项目交付全链路实践
- 曾主导零售,汽车等行业企业数字化项目实施,推动客户数据整合、营销自动化及运营能力建设
- 持续关注AI在营销科技领域的应用,关注AI驱动内容生产、营销自动化及客户运营场景落地,具备MarTech与AI融合方向的产品化思维与解决方案能力
- PMP认证,项目管理强项:利益相关方管理、跨团队协作、变更与风险控制



## 核心能力

MarTech项目交付 | CDP/MA/CRM/SCRM | 需求分析与解决方案设计 | 客户成功与业务价值推动 | 利益相关方管理 | 跨团队协作管理 | 数字化转型项目管理 | AI应用场景探索 | PMP项目管理



## 相关经历

### AI与数字化项目实践 2024.06-至今

为两个创业项目提供数字化体系搭建咨询,覆盖电商平台、订单管理系统及供应链协同流程优化持续研究AI与MarTech融合方向,建立知识库并沉淀场景化解决方案框架,探索生成式AI在企业营销场景中的应用机会结合个人项目实践,探索AI在内容生产、知识管理及营销运营场景中的应用方式及效果,持续优化AI辅助工作流程

- 拓展了对企业数字化与AI应用场景的理解深度,进一步提升从项目交付到解决方案的能力升级

### Convertlab 项目经理 2022.04-2024.04

主要服务行业:零售、汽车|代表客户:戴尔、Gucci、飞凡汽车

负责CDP/MA数字化系统端到端的项目交付管理,主要职责通过项目管理的方式推动客户数据基础的搭建及自动化规则的设计,主导团队完成从需求分析到验收闭环的项目落地。

戴尔MA:主导B2B销售线索管理体系建设,推动多源线索数据整合与自动化培育流程设计,支持销售团队提升线索质量与后续转化效率

Gucci MA:推动营销系统与集团数据平台的集成,通过完善标签体系的建设,职场品牌自动化营销场景落地

飞凡汽车CDP:推动与业务,IT及数据团队完成客户数据统一,通过自动化规则分阶段实施,支持对潜客运营与营销转化体系建设

- 深度挖掘客户需求及数据集成潜力,在交付能力基础上,发展项目upsell能力

### 国双科技 项目经理 2020.09-2022.01

主要服务行业:汽车、零售、文旅|代表客户:保时捷、博世、澳大利亚旅游局

负责SCRM,BI及数字营销项目管理,参与售前咨询,需求分析及解决方案设计,协调销售,产品及技术团队完成项目签约及实施

保时捷SCRM:负责推动围绕微信生态的本地化部署系统交付,通过系统功能定制开发及数据对接,完成相关车主数据的收集及分析洞察

博世BI:负责售前工作,主导需求分析,协调资源,制定详细的预算,项目计划及产品方案并协同销售完成签约

澳大利亚旅游局SEO/SEM:负责官网广告投放,基于客户预算协调团队资源安排SEO,SEM及KOL的广告投放,把控投放进度及内容质量

- 深化了对项目全生命周期的理解,在业务洞察基础上,构建提升项目交付管理能力

### 奥美广告 SAE 2019.01-2020.08

主要服务行业:时尚、快消、Beauty等|代表客户:PVH、资生堂、雀巢、妙可蓝多

负责品牌营销项目统筹与客户管理,协调策略,创意及执行团队推动项目落地

PVH:统筹旗下品牌Tommy Hilfiger CRM项目,有效沟通客户需求,协调资源制定并实施CRM策略,提升客户满意度

资生堂:主导竞品分析和消费者洞察,协同创意团队输出创新广告策略,助力双11活动成功开展

雀巢:负责雀巢太太乐产品升级营销,与团队合作输出营销方案,成功执行广告拍摄及后期制作,推动产品市场影响力提升

妙可蓝多:统筹品牌全案设计,持续输出市场营销策略建议和消费者洞察报告,协同团队完成品牌logo,产品包装及IP形象的落地

- 通过多项目统筹执行,沉淀消费者洞察及品牌营销策略能力

### 中国华西 2015.05-2017.03

负责Stora Enso及Fluor等外资项目的资料管理与会议翻译,协调各部门确保信息及时传递

项目执行中定期向上级汇报工作进度与问题,配合团队成员与甲方及时沟通处理现场工作问题



## 教育经历

英国莱斯特大学·硕士 媒体传播学院·媒体广告 2017.07-2019.01

中国郑州大学·本科 商务英语/1st学位·领导学管理/2nd学位 2010.09-2014.07

# SHANG LEI

PMP-Certified Digital Project Manager

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## INTRODUCTION

### Professional Summary

- **6+ years in MarTech and digital project delivery**, covering the full chain from advertising marketing to enterprise SaaS digital project implementation
- **Led digital transformation projects** for clients in retail, automotive and other industries, driving customer data integration, marketing automation and operational capability building
- Continuously tracking AI applications in MarTech — AI-driven content production, marketing automation, and customer operations; **product-oriented thinking bridging MarTech and AI convergence**
- **PMP certified**. Core strengths: stakeholder management, cross-team coordination, change and risk control

### CORE COMPETENCIES

MarTech Project Delivery | CDP / MA / CRM / SCRM | Solution Design & Consulting | Customer Success & Business Value | Stakeholder Management | Cross-Team Collaboration | Digital Transformation Management | AI Application Exploration | PMP

## PROFESSIONAL EXPERIENCE

### 06/2024 – Present | AI & Digital Transformation Practice

- **Provided digital infrastructure consulting** for two startup projects, covering e-commerce platforms, order management systems, and supply chain workflow optimization
  - Continuously researching the convergence of AI and MarTech, **building a knowledge base and developing scenario-based solution frameworks**, exploring opportunities for Generative AI in enterprise marketing
  - Leveraging personal project practice, exploring the application and impact of AI in content production, knowledge management, and marketing operations, while **continuously optimizing AI-assisted workflows**
- Further strengthening the capability upgrade from project delivery to solution design*

### 04/2022 - 04/2024 | Project Manager, Convertlab, Shanghai

*Main industries served: Retail, Automotive, Luxury | Representative clients: Dell, Gucci, Rising Auto*

**Managed end-to-end CDP/MA system delivery, driving customer data infrastructure setup and automation rule design through the full lifecycle from requirements analysis to acceptance.**

- **Dell MA**: Responsible for system delivery, driving effective integration and consolidation of B2B business lead data and automated nurturing to improve lead quality and conversion
- **Gucci MA**: Responsible for driving system integration with group data, completing automated implementation of brand business scenarios through data integration and tag system enhancement
- **Rising Auto CDP**: Responsible for driving data integration and unification across business/IT/data teams, building automation rules through phased feature optimization to improve lead conversion

*Developed project upsell capabilities on delivery capability foundation*

### 09/2020 - 01/2022 | Project Manager, Gridsum Technology, Shanghai

*Main industries served: Automotive, Tourism | Representative clients: Porsche, Tourism Australia*

**Responsible for SCRM, BI, and digital marketing project management, participating in pre-sales consulting, requirements analysis and solution design, coordinating sales, product and technical teams to complete project signing and implementation.**

- **Porsche SCRM**: Responsible for system delivery, coordinating team resources for customized system development, ensuring a successful launch, and supporting related data analysis.
- **Bosch BI**: Mainly responsible for pre-sales support, leading requirements analysis, coordinating resources, preparing detailed budgets, project plans, and product proposals, and supporting the sales team in contract closure.
- **Tourism Australia SEO/SEM**: Responsible for official website advertising projects. Based on the client's budget, coordinated team resources for SEO, SEM, and KOL advertising, while managing campaign progress and content quality.

*Built project delivery management capabilities on marketing insight foundation*

### 01/2019 - 08/2020 | SAE, Ogilvy Advertising, Shanghai

*4A advertising agency | Served Fortune 500 brands across FMCG, fashion, beauty and other industries*

**Responsible for brand marketing project coordination and client management, coordinating strategy, creative and execution teams to drive project delivery.**

- **PVH**: Managed PVH's TM CRM project, effectively communicated client requirements, coordinated resources to formulate and implement CRM strategies, and enhanced client satisfaction.
- **Nestlé Totole**: Responsible for the product upgrade marketing project for Totole under Nestlé. Worked with the team to develop marketing proposals, successfully executed advertising shoots and post-production, and helped increase market impact.
- **Shiseido**: Provided competitor analysis and consumer insights for Shiseido's Double 11 campaign, wrote working briefs, and worked with the creative team to develop innovative advertising strategies to support campaign success.
- **Milkground**: Participated in the full brand design project, including logo, packaging, and IP image design, while providing marketing strategy recommendations and consumer insight reports to ensure smooth implementation of the proposal.

*Developed marketing business insight and cross-team communication skills*

## EDUCATION

**2017 - 2019** Master of Advertising, University of Leicester

**2010 - 2014** Bachelor of Business English (1st) & Organizational Leadership (2nd), Zhengzhou University