KAI JIAO



Digital Marketing & Website Operations | SEO | Automotive & Content Marketing

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Location: The Hague, Netherlands
Dutch Driving Licence: Valid
Work Authorisation: No sponsorship required

PROFESSIONAL PROFILE

Digital marketing professional with 6+ years of experience across automotive marketing, website and e-commerce operations, SEO, digital campaigns and cross-functional project delivery. Experienced in managing digital projects for automotive clients including GAC Trumpchi and FAW Toyota, translating commercial and brand objectives into customer-facing campaigns and content.

Hands-on experience with Shopify, GA4, Google Search Console, Semrush and Ahrefs, using website, search and campaign data to identify optimisation opportunities and improve digital performance. Combines automotive industry experience with content and creative leadership, analytics, international project coordination and China-Europe stakeholder communication.

CORE EXPERTISE

Website & SEO: Website Operations | Shopify | SEO | Google Analytics 4 | Google Search Console | Semrush | Ahrefs | Website Performance | Competitor & Keyword Analysis
Digital Content & Social: Content Planning | Social Media Content | Campaign Messaging | Visual Communication | Brand Communication | Creative Optimisation | TikTok | Meta | YouTube
Campaign & Performance: Integrated Campaign Support | Product Launch Support | Google Ads | Meta Ads | Campaign Performance | CPC | Conversion | ROAS | KPI Reporting
Brand & Cross-functional: Automotive Marketing | Brand Guidelines | Creative Direction | Marketing Collaboration | Sales Collaboration | Stakeholder Management | China-Europe Coordination | Project Delivery

PROFESSIONAL EXPERIENCE

E-commerce Coordinator

Uni Phoenix B.V. / July. 2025 - Present
The Hague

Support website and e-commerce operations across 3,000+ SKUs within a high-volume European online retail environment.

Monitor sales, conversion, advertising, pricing, inventory and returns data to identify digital and commercial performance opportunities.

Support digital advertising and promotional activities, including audience setup, campaign monitoring and performance analysis.

Participate in new product launches from market and competitor research through product preparation, online launch, promotion and post-launch performance review.

Coordinate with purchasing, marketing, suppliers and logistics teams across China and Europe to align product information, stock availability, timelines and launch requirements.

Analyse customer, product and competitor performance and prepare structured reports to support e-commerce and marketing decisions.

Independent E-commerce & Project Lead
Phiolix / Nov 2024 – Present / Part time
The Hague

Lead digital marketing and e-commerce projects from website requirements and content planning through implementation, optimisation and performance reporting.

Led the Bobo Tea Shopify website project, covering website structure, e-commerce setup, content, customer journey, fulfilment and digital experience for European customers.

Use GA4, Google Search Console, Semrush and Ahrefs to monitor traffic, search visibility, user acquisition and website performance and translate findings into SEO and content optimisation actions.

Conduct competitor, keyword and content-gap analysis to identify new content opportunities and improve organic search visibility.

Coordinate designers, content creators, suppliers and external partners across China and Europe to deliver digital projects according to brand, quality and timeline requirements.

Managed digital projects for corporate clients including JD.com, Zoomlion and Hoymiles.

Advertising Design Team Leader
Baidu, Inc. / Mar. 2017 - Sep. 2020
Beijing

Led digital marketing and campaign projects for automotive clients including GAC Trumpchi and FAW Toyota, translating commercial and brand objectives into audience, creative, content and optimisation plans.

Developed customer-facing campaign messaging and creative materials in collaboration with marketing, advertising, design and client teams.

Analysed customer, campaign and market performance and prepared data-backed recommendations to improve campaign effectiveness and support account growth.

Managed up to 10 direct reports and coordinated approximately 20 cross-functional stakeholders across marketing, advertising optimisation, design, data and development.

Oversaw creative quality and campaign execution across multiple projects, ensuring consistency with client requirements, brand direction and delivery timelines.

Initiated and helped develop an internal workflow platform, coordinating requirements, testing and rollout to 100+ users across multiple departments.

Awarded Employee of the Year for outstanding performance and contribution.

Business Development
Fang Holding Ltd. / Jul. 2015 - Mar. 2017
Beijing

Managed B2B customer projects from needs analysis and proposal development through negotiation and delivery coordination.

Generated approximately €100K in new business and coordinated internal teams to translate customer requirements into customer-facing solutions.

EDUCATION

M.A. Fine Art & Design – Royal Academy of Art, The Hague | 2022–2024
B.A. English Language and Literature – Huazhong Agricultural University | 2011-2015
Minor in International Economics and Trade – Wuhan University | 2012–2015

LANGUAGES

Mandarin Chinese: Native
English: Fluent
Dutch: Basic, currently learning