

Weizhi Zhang (Viola)

Dynamic and results-driven PR and marketing professional with a proven track record in shaping and executing strategic communication initiatives.

Summary

Intercultural knowledge of communicating about the European and China auto manufacturing market.



Work Experience

Great Wall Motor Deutschland GmbH

PR Manager Europe

July 2023 - Present (5 months)

Digital Marketing Specialist

Jan 2022 - June 2023 (1 year, 6 months)

Munich, Germany

ZD Automotive

Marketing and PR Specialist

June 2019 - Dec 2021 (2 years, 7 months)

Ingolstadt, Germany

smartpatient GmbH

Online Marketing Intern

May 2018 - Aug 2018 (4 months)

Munich, Germany

GEP Consulting GmbH

Key Account Management / Marketing Internship

Feb 2018 - May 2018 (4 months)

Frankfurt am Main, Germany

Hong Kong Aibo-tech Machinery Limited

Sales Assistant, Europe

July 2013 - Oct 2015 (2 years, 4 months)

Guangzhou, China

Education

Catholic University of Eichstätt-Ingolstadt
M.A., German Linguistics/English Studies, Cross-Cultural Advertising, Communication
Studies
2015 - 2019 (4 years)

Guangdong University of Foreign Studies
B.A., German Studies, Business Informatics
2009 - 2013 (4 years)

Languages

Chinese, German (professional proficiency), English (professional proficiency)
Spanish (elementary proficiency)