



# Hello

Cathy Gan

Marketing & Branding  
Specialist

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## About Me

- 6+ years marketing & branding experience
- Healthcare, Feminine Care, Lifestyle products
- B2B & B2C expertise
- English, Cantonese, Mandarin

## Expertise

- Marketing Strategy
- Content Creation
- Project Management
- Digital Marketing
- Event Management

## Professional Experience

### **2022.4 - 2023.10, Marketing Manager, Pluslife Biotech Ltd**

*Pluslife Biotech, the first Chinese company to industrialize point-of-care testing in Europe, is renowned for the Mini Dock Molecular POCT System and Covid-19, Flu, and TB tests. Marketing primarily in Europe (80%) and China (20%).*

- Brand/Market Strategy: Established a brand communication framework, driving lead generation across Europe, Asia, and North America. Guided distributors on local marketing initiatives.
- Exhibitions & Events: Led strategies for 20+ global exhibitions (MEDLAB ME, AACC, MEDICA) and managed 15+ corporate events with NGOs, government officials, and investors.
- Digital & Social Media: Managed 15+ channels, including websites, LinkedIn, EDMs, WeChat, Google, etc.
- Brand VI: Developed and standardized a brand VI manual, applied across all marketing assets.
- Marketing Toolkit: Created essential materials—brochures, videos, presentations, etc.

### **2018.4 - 2022.4, Senior Marketing Executive, Fapon Biotech**

*Fapon Biotech, founded in 2001, is a global leader in IVD raw materials, serving 2500+ customers worldwide and holding a leading position in China.*

- Exhibitions & Promotions: Developed and executed marketing plans across 15+ exhibitions and 17+ campaigns, leveraged 25+ channels with a 200K AUD advertising spend, driving sales support and lead generation.
- Media Management: Built and optimized a media mix of owned & digital platforms. Established social calendars, monitored and optimized media channels to ensure effective communication and integration

- Content & Creative: Produced strategic content, including brochures, manuals, videos, and presentations tailored to diverse business needs and channels.
- Analysis & Reporting: Utilized data-driven insights to analyze brand strategy performances, delivering reports to optimize sales and media channel strategies

### **2017.1 - 2018.2, Brand Executive, MSL Group**

*MSL, a global communications agency within Publicis Groupe, operates over 100 offices across 40 countries, specializing in public relations, reputation management, and social media to drive business impact for clients worldwide.*

- Planned, executed, and monitored PR, social, and marketing campaigns to achieve client objectives.
- Supported end-to-end client events, managing design, briefings, RSVPs, and logistics.
- Managed media relations, crafting strategies for media and influencer engagement.
- Created PR/marketing materials, including reports, releases, newsletters, and advertorials.
- Coordinated with third parties for campaign success and brand material creation.
- Conducted competitor/industry tracking, contributed to brainstorming, and handled admin/financial tasks.
- Coached team members on media optimization, KOL strategy, and content development.

### **2016.5 - 2016.11, Marketing Assistant, Hetech Pty Ltd.**

*Hetech Pty Ltd, established over 30 years ago, is an Australian electronics design and manufacturing company offering turnkey development, assembly, and prototyping services to industries such as mining, transport, and defense.*

- Supported the Managing Director in boosting brand awareness and sales through targeted marketing.
- Developed and executed offline marketing activities, including trade shows and PR events.
- Leveraged digital tools (EDM, SEO/SEM, e-commerce, social media, Google AdWords/Analytics) to enhance marketing efficiency.
- Analyzed marketing trends, consumer behaviour, competitors, and channels to support informed marketing decisions.
- Produced various marketing materials, including reports, letters, videos, and posters.
- Performed marketing administration duties, such as billing and managing business trip itineraries.

## **Education**

2014.1 - 2015.12

Public Relations | Master's Degree

Queensland University of Technology

2009.9 - 2013.7

Business Administration | Bachelor's Degree

Wuhan University

## **Reference**

1. **Phoebe XIE**, Deputy Director of Marketing Dept, Shenzhen YHLO Biotech
2. **Joe Man**, Head of International Business Sales Dept., Fapon Biotech
3. **Xianqiao ZENG**, International Business Development Director, Innovita Biological Technology

\*Contacts upon request