April Ai

Global Marketing & Brand Localization Specialist
China & Europe Market

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Summary

International marketing professional specializing in brand localization, content strategy, and growth marketing for Asian brands expanding into European markets. Experienced in leading multi-brand campaigns, influencer partnerships, and data-driven content strategies that drive audience engagement and market growth.

Core Competencies

- International Social Media Management(Instagram, TikTok, Facebook)
- Content Strategy & Editorial Planning
- Influencer Marketing & Creator Partnerships
- Paid Media Campaign Management (Meta Ads & TikTok Ads)
- Market Research & Consumer Insights
- Performance Analytics & Campaign Optimization
- Brand Localization & Market Expansion
- Cross-cultural Marketing (China & Europe)

Work Experience

Social Media Specialist | 2025 - 2026
Flores Media S.L.

- Managed end-to-end digital marketing campaigns for **13 restaurants and F&B brands** across Spain, achieving a **100%** client renewal rate by leading content strategy, localization, and multi-platform social media operations.
- Created content strategies, copywriting, video scripts, and short-form videos for Instagram and TikTok, delivering multiple viral campaigns exceeding **300K views**, including a **750K+** impression campaign for Motiko.
- Successfully launched new restaurant brands from scratch, growing Mamut Parrillero to **5,000+** Instagram followers within **two months** through localized content and community growth.
- Built an agency-wide influencer database across Madrid and Barcelona, establishing long-term creator partnerships that reduced collaboration costs by €**100–500** per campaign and streamlined future influencer sourcing.

Brand Marketing Intern | 2024 – 2025
Vita Student Co.,Ltd.

- Initiated and led a four-episode "Street Interview" campaign, using authentic student stories to communicate Vita Student's brand positioning around convenience, safety, and premium student living.
- Conducted weekly research on international student housing trends, audience behavior, and social media insights to support localized marketing initiatives in Barcelona.
- Produced short-form brand content from concept development and on-site filming to video editing, ensuring alignment with Vita Student's global brand guidelines across Instagram and Xiaohongshu.
- Created location-based lifestyle content, including university commuting guides and neighborhood tours around two Barcelona residences, helping prospective residents better understand the student living experience.

Education

Universitat Pompeu Fabra (UPF) | 2024 – 2025
Master of International Communication

Communication University of China, Nanjing (CUCN) | 2020 – 2024
Bachelor of Communication (Spanish Broadcasting & Hosting)

Language

- Chinese (Native)
- English (Professional)
- Spanish (B1)