

YOU GUOLIN

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Business Development | China-Europe Operations | Brand Communication



PROFILE

Currently based in Munich, with experience in China-Europe business, automotive market communication, overseas brand building, and AI-enabled operations.

Worked on China-made EV market entry into Europe, and supported overseas positioning, website planning, dealer preparation, and project execution for an automotive parts brand.

HIGHLIGHTS

- Introduced China-made EV resources and led supplier-side price negotiations;
- Coordinated EV import operations, including logistics, customs, documents, and compliance preparation;
- Supported ZENET's overseas positioning, website planning, dealer preparation, and market communication;
- Built AI workflows and internal tools for research, quotation, documentation, and content production.

PROFESSIONAL EXPERIENCE

International Business & Brand Development

2025 – Present

ZENET Carbon-Ceramic Brakes

Shenzhen, China

- Helped build the brand's international positioning, brand language, visual and communication strategy;
- Worked across branding, research, product communication, website and international business development;
- Built AI workflows and internal tools to improve market research, quotation, documentation, and content production efficiency.

Business Development, Sourcing Coordinator

2024 - Present

S&D Center GmbH

Munich, Germany

- Introduced China-made EV project resources and led supplier-side price negotiations for vehicle sourcing;
- Coordinated EV import operations into Europe, including logistics, customs, vehicle documents, and compliance preparation;
- Supported European whisky export to China, including sales planning, online platform strategy, and digital advertising plans;
- Localized advertising content for European products entering China and coordinated local suppliers.

Director & Creative Team Lead

2020 - 2024

STARBOX STUDIO

Shenzhen, China

- Built experience in commercial filmmaking and automotive brand communication;
- Directed TVC projects for Mercedes-Benz and Porsche, leading creative execution, production, and delivery;
- Led creative teams across campaign development, shooting, post-production, and client communication.

EDUCATION

Master in Creative Advertising

2024 - 2025

Nuova Accademia di Belle Arti

Milan, Italy

- Focused on creative strategy, advertising concept development, brand communication, market research, and campaign planning.
- Completed a graduation project for German company STABLO's Italian market, covering consumer insights, competitor analysis, brand positioning, and communication strategy.

Bachelor of Arts in Media Design

2016 - 2020

Nuova Accademia di Belle Arti

Milan, Italy

- Focused on filmmaking, media design, visual communication, post-production, and editing;
- Produced and worked as Director of Photography for the short film Where the Leaves Fall (2020), selected and nominated in the 77th Venice Film Festival.

KEY SKILLS & LANGUAGES

International business development | Automotive market communication | Brand development

Creative advertising | Graphic design | Filmmaking | Brand communication | AI workflows | Vibe coding

Mandarin Chinese — Native | English — Fluent | Italian — Fluent | German — Basic

游国霖

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求职方向：欧洲市场业务发展 | 中欧跨境运营 | 海外品牌传播



个人简介

目前常驻德国慕尼黑，具备中欧跨境业务、汽车市场传播、海外品牌建设与 AI 运营落地经验。曾参与中国制造电动汽车进入欧洲市场的资源引入、供应商谈判、运输清关与合规文件准备，也参与汽车零部件品牌的海外定位、官网规划与经销商开发准备。能够连接中国供应链、欧洲市场、品牌传播与项目执行。

核心亮点

- 引入中国制造电动汽车项目资源，并主导供应商侧价格谈判，支持欧洲市场进入准备；
- 协调电动汽车进口欧洲流程，包括国际运输跟进、清关协调、车辆资料整理及合规文件准备；
- 参与 ZENET 海外品牌定位、英文产品表达、官网规划、经销商开发准备与市场传播体系搭建；
- 搭建 AI 工作流与内部工具，提升市场研究、报价、文档整理和内容生产效率，并推动团队培训与业务落地。

工作经历

国际业务、品牌发展运营 2025 - 至今
赞耐特碳陶制动 (ZENET Carbon-Ceramic Brakes) 中国, 深圳

- 从早期阶段深度参与品牌的国际化定位、品牌语言、视觉方向与海外传播策略搭建；
- 工作覆盖品牌建设、市场调研、产品传播、官网规划与国际业务发展，协助公司建立面向海外市场的品牌与业务基础；
- 搭建 AI 工作流与内部工具，提升市场研究、报价、文档整理和内容生产效率，并推动团队培训与业务落地。

跨境贸易与市场主管 2024 - 至今
S&D Center GmbH 德国, 慕尼黑

- 引入中国制造电动汽车项目资源，并主导车辆采购中的供应商侧价格谈判；
- 协调电动汽车进口欧洲流程，包括国际运输、清关、车辆资料及合规文件准备，并对接中国供应商、欧洲合作方及服务商；
- 支持欧洲威士忌产品出口中国，参与销售计划、线上平台策略与数字广告计划制定；
- 负责欧洲产品进入中国市场的广告内容本地化，并协调中国本地广告制作供应商。

导演 & 创意团队负责人 2020 - 2024
STARBOX STUDIO 中国, 深圳

- 为汽车及品牌客户策划并执行广告片、产品视频、社交媒体内容及品牌传播素材；
- 作为导演带领 Mercedes-Benz、Porsche 等汽车品牌 TVC 广告项目，负责创意、执行、拍摄、统筹与交付；
- 负责从创意提案、拍摄执行到后期交付的完整制作流程，并协调客户、团队及外部供应商。

教育经历

创意广告 - 硕士 2024 - 2025
米兰新美术学院 (Nuova Accademia di Belle Arti) 意大利, 米兰

- 学习方向包括创意策略、品牌传播、市场研究、广告概念开发与整合传播策划；
- 毕业项目基于德国文具品牌 STABILO 的意大利市场传播需求，完成消费者洞察、竞品分析、品牌定位梳理与传播策略方案。

新媒体设计与电影制作 - 本科 2016 - 2020
米兰新美术学院 (Nuova Accademia di Belle Arti) 意大利, 米兰

- 学习方向包括影视制作、媒体设计、视觉传播、后期制作与剪辑；
- 担任短片《Where the Leaves Fall》(2020) 的制片人与摄影指导，该片入选第 77 届威尼斯电影节。

技能与语言

国际业务发展 | 中欧跨境运营 | 供应商谈判 | 项目协调 | AI 工作流与工具开发 | Vibe Coding | 海外品牌传播 | 汽车市场传播
平面设计 | 商业影像制作 | 电影制作 | 品牌视觉传播 | 创意提案 | 中文母语 | 英语流利 | 意大利语流利 | 德语基础