

Kay Zhou

E-commerce, Creator & Social Commerce Marketer

China - US - UK | Beauty, FMCG & DTC | London, UK

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PROFILE

Commercial e-commerce marketer with 7+ years of experience connecting creator ecosystems, live commerce and marketplace operations. Hands-on across product selection, listing and launch, creator BD, content direction, store operations and sales conversion, with channel experience spanning TikTok Shop, Douyin, RedNote, Tmall, eBay and DTC.

7+	US\$2.8M	+151%	2.11x
years in marketing	largest annual budget managed	documented sales growth	recorded paid ROI

SELECTED COMMERCIAL WORK

Schwarzkopf Professional | Creator commerce | Feb-May 2022

- Owned creator strategy, tier mix, content direction, publishing cadence and performance optimisation across RedNote and Douyin.
- Delivered 96 pieces, 18.66M+ impressions and 832,930+ engagements; documented Tmall sales reached RMB 1.79M, +151% year on year.

Moritek | China-to-global beauty launch

- Built the early international digital foundation across DTC, Instagram, TikTok, creator outreach and English product storytelling.
- Created the connected 0-to-1 system needed to make a China-native beauty proposition credible, discoverable and shoppable internationally.

Rene Furterer | Douyin creator commerce | Dec 2025

- Led creator performance analysis and scale-versus-stop decisions across 37 partnerships and 45 assets.
- Generated RMB 142.9K recorded GMV from RMB 67.7K direct spend at 2.11x overall paid ROI; peak creator ROI reached 4.15x.

CORE CAPABILITIES

Live commerce operations
Creator sourcing, BD & seeding
TikTok Shop, Douyin & RedNote
Tmall & eBay operations
Product selection, listing & launch
Conversion and funnel optimisation

EDUCATION & MARKETS

MSc International Marketing Management
University of Leeds

Market experience
China - United States - United Kingdom

Category experience
Beauty - FMCG - DTC