

IRIS ZHENG

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PROFESSIONAL SUMMARY

B2B marketing professional with 6+ years of experience planning and delivering integrated campaigns across Hong Kong, Macau and mainland China. Currently lead marketing planning and execution for Mercer's Hong Kong and Macau businesses, working closely with senior local business leaders and regional marketing teams across Asia.

Skilled at translating business priorities and global and regional initiatives into locally relevant campaigns, events, webinars and external partnerships, with a practical, hands-on approach to stakeholder engagement, project delivery and cross-market campaign adaptation.

CORE CAPABILITIES

Strategic Marketing Planning	Integrated Campaign Management	Stakeholder Management
Partnership & Channel Marketing	Campaign Adaptation & Localisation	Event & Webinar Marketing

PROFESSIONAL EXPERIENCE

MERCER, A MARSH BUSINESS Sep 2019 – Present

Mercer Hong Kong

Senior Marketing Executive Hong Kong | Sep 2024 – Present

Lead marketing planning and execution for Mercer's Hong Kong and Macau businesses across workforce and rewards, employee health and benefits, and investment and retirement.

Marketing Strategy & Integrated Campaigns

- Partner with senior local business leaders to translate business priorities and market opportunities into integrated marketing plans, including initiating a multi-pillar campaign to strengthen Mercer Hong Kong's thought leadership in AI-enabled HR and workforce transformation and support the launch of a new paid AI learning offering for HR leaders.
- Lead integrated campaigns across email, LinkedIn, website, webinars, events and partner channels, covering audience and messaging development, activation, follow-up and performance review.
- Adapt global and regional research, campaigns and brand materials for Hong Kong and Macau, tailoring content, data, formats, speakers, channels and timing to local market needs.
- Support local communications for major brand and organisational initiatives, adapting enterprise messaging for Hong Kong and Macau audiences across the Mercer-to-Marsh brand transition, Formula 1 partnership and other organisational updates.

Stakeholder & Partnership Management

- Collaborate with senior local business leaders and regional marketing teams across Asia to localise priority campaigns, incorporating Hong Kong-specific data cuts, market perspectives and local leadership commentary.
- Develop external partnerships with industry associations, media organisations and subject-matter experts to extend audience reach, deepen market engagement and strengthen campaign delivery.
- Manage agencies and vendors across creative production, paid media and event execution, overseeing briefs, timelines, quality and delivery.

Events & Market Activation

- Lead marketing and delivery for annual flagship events, including the Hong Kong Forum, Macau Forum and MPF Forum, with audiences typically around 300 and attendance rates consistently above 80%.
- Deliver smaller, invitation-only executive engagements, including C-suite Dialogue breakfast briefings and CHRO Club events for senior business leaders.
- Manage end-to-end webinar marketing and delivery, including audience targeting, registration journeys, platform setup, speaker coordination, participant communications and post-event follow-up.

Mercer China

Progressed from Marketing Intern to Senior Marketing Executive, building broad experience across marketing operations, CRM processes, digital activation and content localisation.

Senior Marketing Executive Shanghai, China | Feb 2023 – Sep 2024

Marketing Executive Feb 2022 – Feb 2023

Marketing Coordinator Feb 2020 – Feb 2022

Marketing Intern Sep 2019 – Feb 2020

Lead Management & Marketing Operations

- Managed multi-channel inbound lead processes across Mercer China, overseeing lead routing, follow-up governance and data quality to support lead progression, conversion tracking and pipeline visibility.
- Consolidated lead and campaign performance data into regular management reports, providing visibility into conversion trends, pipeline contribution and YTD revenue impact.

CRM & Marketing Process Development

- Worked across marketing, business and technical stakeholders to shape the requirements, workflows and adoption model for Mercer China's Salesforce-based SCRM platform, supporting the development of a centralised client and prospect database.

Digital Activation & Content Localisation

- Introduced data-informed activation and retargeting approaches across WeChat campaigns, using audience engagement insights to strengthen targeting, follow-up and campaign performance.
- Translated complex global thought leadership on HR transformation into accessible, locally relevant content, collaborating with consultants to develop local perspectives and generating an average of 46 new followers per WeChat article.

MARKETING TECHNOLOGY

Marketing automation, CRM and reporting: Marketo, iParlay, Microsoft Dynamics 365, Salesforce, Power BI, Qlik Sense

Web, social and event platforms: Adobe Experience Manager (AEM), LinkedIn, WeChat, RedNote, Cvent, Zoom Webinar, Tencent Meeting

AI-assisted web and app development: OpenAI Codex, Claude Code

EDUCATION

UNIVERSITY OF LEEDS

MSc Management Leeds, United Kingdom | 2018 – 2019

ANHUI POLYTECHNIC UNIVERSITY

BSc Financial Engineering Wuhu, China | 2014 – 2018

ADDITIONAL INFORMATION

Languages: Mandarin Chinese – Native | English – Professional proficiency