

JACQUELINE HELEN SCHMID

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[LINKEDIN](#) | [PROJECT PORTFOLIO](#)

I paint honest experiences and craft stories that has people go from thinking "what is this?" to saying "I need this!"

A Brand Activation Professional with a background of 14 years in competitive sports I have an affinity to shaking up the status quo. With now two (!!) damaged knees I feed my competitive spirit by inspiring others to outdo themselves at work and in life by taking real insights and removing roadblocks where they hinder innovation.

Expert in navigating challenges and pressure combined with healthy portion of confidence and data affinity aimed at delivering exceptional results. Proven effectiveness in developing strategies and tactics to boost brand reputation, drive quality traffic, and increase customer engagement. Impeccable record of successful execution of key campaigns from planning and production to implementation creating desired impact and increasing engagement.

Currently upskilling in Sustainable Business Strategy practices through the Harvard Business School ONLINE program.

KEY AREAS OF EXPERTISE

- Brand Activation/Management
- Content Marketing/Storytelling
- Strategic Business Planning
- Data/Market Analysis
- Campaign Management/Execution
- Digital Transformation/SMM
- Omni-channel Marketing
- People Development/Management
- Cross-functional Project Management
- Multi-cultural Team Leadership
- Being a pain in the a** to complacency

ACCOMPLISHMENTS

- Led end-to-end planning, execution, and delivery of first fully Pan-APAC brand campaigns tailored to impactful local narratives with a cumulative business volume of up to EUR 350M.
- Instrumental in creation of adidas APAC strategic brand framework, calendar and go-to-market process in collaboration with senior management across regional and market level.
- Devised and executed strategic COVID-19 crisis management plan to pivot category concepts to navigate changes in consumer behavior, delivering revised FW20 Marketing plan, and ensuring on-time within four weeks.

CAREER EXPERIENCE

adidas Asia-Pacific, Shanghai, China
Manager Brand Activation APAC

2018 – 2020

Directed first-generation category brand activation team to establish structural APAC HQ market framework, driving organizational excellence. Defined strategic direction in line with company goals and devised action plans and brand calendar to translate in realistic outcomes. Headed global campaigns from planning and production to final execution across all countries via deployment of customer-facing channels. Liaised with company senior management to streamline overall operational tasks. Effectively navigated budgeting operations to achieve optimal ROI. Established work cadence with cross-functional teams across NTP, Legal and Digital for Pan-APAC projects spearheading reporting processes and laying the foundation for other category teams.

- Played a key role in Top 3 Global markets strategic marketing planning by corresponding with Global HQ on strategic business input for upcoming seasons and finalization of seasonal brand calendar
- Lead and mentored APAC core and country teams both as direct and indirect reports (20+ team members) from onboarding to supervising individual project management.
- Overachieved sell-thru KPIs by 35% in 30 days via heading conceptualization and production for large-scale regional campaigns worth over EUR 1M.
- Managed 7 figure MWB for content creation and localization initiatives such as FUTURE OF SPORTSWEAR

Ass. Manager Brand Communications Originals

Administered all activities relating to delivery of key marketing initiatives in line company goals and strategic direction. Oversaw execution of tasks included in landing products in Japan through storytelling aimed at increasing brand awareness and affinity. Developed and implemented strategies to nurture customer engagement and brand visibility in streetwear markets. Navigated category planning, marketing calendar and in-market execution for adidas Originals Icons, Statement and YEEZY.

- Developed and integrated alternative brand building activities to link street culture and commercial objectives in line with desired outcomes.
- Led successful execution of Key WHS Account national TVC via owning briefing, story development, overall production, and digital implementation.
- Overachieved performance target by 200% for classic sneaker franchises by delivering digital brand campaign across virtual environment, executing flexible performance marketing strategies, leading AB testing, monitoring and adjusting advertisement spend/campaign asset.
- Managed yearly HYPE calendar and initiatives such as Paris Fashion Week attendance list as well as various local capsule collection drops (adidasxMastermind, adidasxHYKE, adidas Parley, adidasxNEIGHBORHOOD)

adidas HQ, Herzogenaurach, Germany

2016

Intern - Global Brands: CTC Omni-Channel Marketing

Generated monthly market campaign reports, ensuring markets compliance with global guidance. Executed market implementation plans for campaign planning. Facilitated global In-Store Communication Guidelines creation in accordance with market needs.

adidas Golf APAC, Shanghai, China

2014 – 2015






Business Analyst

Executed monthly closing and assessed data for SEA countries forecasting. Liaise with local accounting team for proper accrual and maintaining precise record of results. Led profit and loss analysis to deliver actual and forecasted data. reviewed business operations and devised action plan to refine workflow.

EDUCATION

 currently studying	Sustainable Business Strategy	Harvard Business School ONLINE
 graduated 2016	Bachelor of Arts ASIAN STUDIES AND MANAGEMENT (Grade 1.5)	University of Applied Sciences, Konstanz, Germany Shanghai Jiaotong University, Shanghai, China (funded by SJTU scholarship)
 graduated 2012	High School Diploma (Grade 1.9)	Heidelberg, Germany Saijo-shi, Japan

LANGUAGES

	Native
	Native
	Advanced (JLPT N2 = The ability to understand Japanese used in everyday situations, and in a variety of circumstances to a certain degree)
	Intermediate
	Basic

HOBBIES

INTERIOR DESIGN (CHAIRS) | COSTUME DESIGN | HUNTING FOR HIDDEN BOOK SHOPS | MUAY THAI