

SILVIA YU ZHOU

[Website](#) | silvia.yu.zhou@gmail.com | +34 686 358 448 | [Linkedin](#)

Project Manager with 7+ years of international experience leading initiatives in eCommerce and B2B products across Asia and Europe. Proven track record of driving six-figure sales growth and achieving an 11% increase in market penetration. Currently managing cross-functional teams of designers and engineers at Konpo, taking 20+ products from conception to launch. Seeking to contribute to a product team focused on improving UX, optimize conversion, and scaling digital products across markets.

PROFESSIONAL EXPERIENCE

Konpo Studio

Remote • Feb 2022 - Present

Senior Project Manager

- Delivered 20+ successful website launches across industries, driving improvements in lead generation and user engagement through structured GTM planning.
- Increased web traffic by 15% and time-on-site by 46% within 30 days. By leading the redesign and launch of the company's website.
- Reduced project delivery delays by 25% by interpreting performance metrics, diagnosing bottlenecks, and executing data-driven solutions.

Project Manager

Jan 2020 – Feb 2022

- Improved client retention by 25% by delivering 10+ digital projects on time and ensuring strategic alignment with stakeholder expectations.
- Reduced bounce rates by 22% by doing UX research to guide design decisions.
- Prioritised long-term product roadmaps for clients, aligning product strategy with business goals and market needs.

INDITEX

A Coruña, Spain • Aug 2018 – Jan 2020

Product Manager

- Delivered 13% growth in e-commerce revenue in China by overseeing strategic campaign planning, KOL collaborations, and operational execution across teams.
- Drove 11% increase in market penetration by creating an apparel line tailored for Asian markets.
- Executed first omnichannel pilot in China, adapting EU platforms for local marketplaces, consumer behaviors, and promotional campaigns.

Junior Product Manager

Sept 2017 – Aug 2018

- Grew Southeast Asian sales by 13% by adapting product offerings to local market needs.
- Identified 17% of quarterly cost savings through daily and weekly analysis, enabling more effective product decisions.
- Delivered competitor insights that strengthened product positioning across multiple markets.

Colliers International

Business Development Manager

Shanghai, China • May 2016 – Sept 2017

- Drove sales goals by 50% by driving new client acquisition through tailored outreach.
- Increased opportunities by 20% through lead generation that supported aggressive growth targets in China's retail sector.
- Advised multinational clients on market entry strategies, aligning product offerings with local market conditions

EDUCATION

IE Business School
Shanghai Jiao Tong University

LANGUAGES

Fluent English
Fluent Chinese
Native Spanish

ACTIVITIES & ACHIEVEMENTS

- **Product Lead Certification (Product School - 2022)**
- **Podcast producer, editor and host**
- **Ashtanga and Vinyasa Yoga Teacher**
- **Local Partnership and Event Management Volunteer at Ocean Mimic**