

Ziling (Celine) Zeng

ziling.zeng@outlook.com | +49 15566405435 | Munich, Germany 

B2B marketing and partnerships professional with experience in sponsorship marketing initiatives, campaign execution, partner relationship management, and large-scale event operations across Germany and Australia. Skilled in marketing communications, event marketing, performance analysis, stakeholder engagement, and cross-functional project execution. Adaptable and proactive, with a strong focus on sales, marketing, and business growth.



Work Experience

The Retail Performance Company - Munich, Germany 01.2026 - 04.2026
Intern, Marketing Operations & Digital Projects

- Executed website content updates and 7 targeted email campaigns for a BMW Group supplier training platform, reaching around 12,000 supplier users
- Prepared monthly marketing reports, analysing KPIs to generate insights and support data-driven decision-making
- Developed a SharePoint webpage to improve platform visibility and stakeholder awareness across BMW departments

Allianz SE - Munich, Germany 09.2024 - 03.2025
Working Student, Internal Communications & Event Project Management

- Supported planning and execution of internal "Converge GT Week" (300+ participants) by coordinating timelines, stakeholder communication, and cross-functional activities
- Developed and launched the official event webpage, creating a central platform for event updates, resources, and operational information
- Created onboarding materials for the Executive Assistant, Group Technology, supporting onboarding consistency and cross-team knowledge sharing

Associations Forum - Sydney, Australia 07.2022 - 07.2023
Events Sponsorship Officer

- Managed partner marketing initiatives for 50+ B2B sponsors by coordinating brand exposure across newsletters, website, LinkedIn, onsite event activations, and webinars with Events and Marketing teams
- Achieved a 30% sponsorship close rate by developing tailored partnership proposals based on prospect analysis
- Developed sponsorship marketing collateral to support sponsor engagement, event visibility, and partnership development
- Supported end-to-end execution of two major conferences (800+ attendees), coordinating stakeholder communications and engagement

SOL Edu Pty Ltd - Brisbane, Australia 11.2021 - 02.2022
Marketing Intern

- Created and published 30+ blog and social media content pieces, increasing followers by 31%
- Increased audience engagement by 19% through content performance analysis and topic optimisation

Air China - Beijing, China 11.2012 - 06.2019
Flight Attendant

Education

Master of Business Administration 03.2024 - 01.2026
Munich Business School - Munich, Germany

Master of Business (Marketing & Information Systems) 02.2020 - 12.2021
University of Queensland - Brisbane, Australia

Bachelor of Business Administration 02.2016 - 07.2018
University of International Business and Economics - Beijing, China

Skills

Software skills

- Microsoft Office Suite
- Google Analytics
- HubSpot CRM
- SharePoint
- Canva

Language skills

- English (business fluent)
- German (studying at B1 level)
- Mandarin (native speaker)

Personal interests

- Hiking
- Badminton
- Swimming
- Bouldering