

Resume



Rebekka Mikkola-Rouvinen 闵爱琪

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Date of birth: June 7th, 1974

A multilingual professional

Being of Finnish nationality, having grown up in Taiwan and spent half of my life in Greater China, I not only speak Finnish, English, Swedish and Chinese fluently but have a multi-cultural understanding about issues and situations. I have excellent communication skills and have a strong background in projects requiring sales, promotion, PR as well as media relations management. I have proven to be a team player with strong interpersonal skills. I am driven by the targets and goals set for my job, focusing on the tasks at hand, and motivating my team to deliver success within required deadlines and resource restrictions. The largest hotel project I have been in charge of had over 800 full-time and 200 part-time employees. I have built a strong network of contacts, with companies, travel agents and among related government entities in China from over the past 20 years.

I have been actively involved in the local community. I am the co-founder of Guangzhou Women in Business, I have actively participated in the Chambers of Commerce as well have served twice as President of Guangzhou Women's International Club, creating a strong network also in the expatriate community.

Professional Experience and Positions of Responsibility:

- **Free-lance Consultant**

June 2016-

Consulting for Private Clubs and Hotels in pre-opening, relaunch or general service upgrade
Translation and business services for Scandinavian corporations interested in China market

- **Kingold Group, Guangzhou China**

General Manager	Asia-Pacific International	January 2014- May 2016
Deputy General Manager	Imperial Springs	July 2011- December 2013
Deputy Curator (Operations)	Kingold Museum	August 2010- December 2013
Director of International Affairs	Kingold Group HQ	October 2009- July 2010
Director of Business Development	Hospitality Division HQ	April 2009- September 2009

- Prepared the grand opening of the Asia Pacific International Club by marketing and promotion in the community. Participated in 6 weeks of intensive service training for the 380 staff.
- Creating Elite, a luxury in house magazine, including the creation of a vision, style, layout and content.
- Produced strategies and an action plan for pre-opening sales and marketing of Imperial Springs
- Set up all the procedures and policies, recruited and trained all staff for Kingold museum
- Deputy General Manager in charge of sales and marketing strategies and vision of Imperial Springs
- Acting General Manager, handling all daily operations, 4 times (including Hotel, Conference Center, Golf Club, Museum and Spa) with a total of more than 800 employees
- General Manager at the Asia Pacific Club in charge of all daily operations (including Asia Pacific Club, Favorview Golf Driving Range and Bodyworks Chinese massage centre) with total of almost 400 employees

- **Finnair, Guangzhou Representative office**

Regional Manager South China

October 2006- December 2008.

- Chief Representative of Finnair Guangzhou office, reporting to the Area Vice President based in Helsinki
- Sales and marketing of the newly launched Finnair Guangzhou-Helsinki route in 6 provinces (Guangdong, Guangxi, Yunnan, Hainan, Fujian), setting up the policies and procedures, staff recruitment and training
- In charge of a sales organization of 10 staff, and handling all operational issues, such as HR, budgeting and finance issues for crew, cargo and airport staff (additional 25 employees).

- In charge of all marketing plans and advertising campaigns and promotional events, from design to implementation, exceeding all sales targets given by HQ in 2006, 2007 and 2008
- Implementing creative ways to build client loyalty, and up sell new products
- Organized and hosted Asian media for Group corporate PR department

- **Finnair Plc, Commercial Division**

Vantaa, Finland / Guangzhou

Sales Development Manager

May 2006- September 2006

- Developed relationships with agents, government entities, consulates and corporate accounts.
- Set up incentive agreements and loyalty programs for the customers
- Planned advertising and events to create brand awareness
- Launched corporate contracts and agency agreements for group and individual

- **Gulliver's Travel Associates Scandinavia**

Copenhagen, Denmark.

Sales Support and Destination Pr-Manager

April 2005- April 2006

- Purpose to keep current and win new travel agency clientele travelling into Scandinavia
- Train GTA Asian sales office staff to have confidence to sell Scandinavia by providing them with the most updated product information and new ideas, organized travel agent training sessions
- Organized travel agent training sessions, promoting the destination.
- Hosted VIP clientele during their trips in Scandinavia, by co-ordinating of their travel arrangements

- **Gulliver's Travel Associates Scandinavia**

Helsinki, Finland

Local Representative Finland

January 2003- April 2005

- Sales support and customer service, co-ordination of company clients in Finland
- Local contracting with service suppliers, training of assistants and guides for the Asian markets

- **Free-lance interpreter and guide**

May 1994- April 2005

Education:

- Sun Yat Sen University (EMBA General Management) (Oct 2015 –)
- Helsinki School of Economics BBA Program (Sept 1996 –May 1999)
Exchange Program: Renmin People's University Beijing Fall 1998
Activities: *Chairperson of the Student Union PROBBA 1997*
- Helsingin Suomalainen Yhteiskoulu (Sept 1991 -June 1993)
International Baccalaureate (I.B.) Diploma (1993)

Language Skills and References:

- Finnish: Mother tongue
- English: Native equivalent written and spoken skills
- Chinese: Native equivalent spoken skills, good written skills
- Swedish: Basic written and good spoken skills
- German: Basic written and spoken skills

Mr. Hannu Sundberg, Vice President Network Alliances, Finnair PLC (retired)

Mr. Mikko Rautio, Chief Representative, Finnair China (retired)

Ms. Nina Reijonen, General Manager Scandinavia, Gulliver's Travel Associates, nina.fredrik@telia.se

Mr. Aslam Ahktar, General Manager RTS-Scandinavia, aslam@rts-scandinavia.com

Mr. Michael Zhang, Vice President, Star River Group, michaelz333@hotmail.com

Mr. Stuart Jakins, Pre-Opening General Manager, Imperial Springs Resort, Kingold Group jakins_stuart@hotmail.com

Mr. Fredrik Genberg, General Manager, Waldorf Astoria Chengdu, fgenberg@ehotelier.com

Mr. Ian Watkins, General Manager, Fuzhou Amai Golf Club, Watkins_ian@hotmail.com

Mr. Tim Goddard, Executive Chef, Imperial Springs, tim.gao@imperialsprings.com

More references available on my LinkedIn profile and upon request