

## EDUCATION

### Queen Mary University of London

Master of Science, *Major in Marketing*

London, UK

September 2024 – September 2025

### University of Warwick

Bachelor of Arts, *Major in Business Enterprise (2:1 Degree)*

Birmingham, UK

September 2023 – August 2024

### Guangdong University of Technology

Bachelor of Arts, *Major in Business Administration*

Guangzhou, China

August 2017 – June 2021

## EXPERIENCE

### Guangzhou Guihang Advertising Co., Ltd. (Advertising Agency)

Guangzhou, China

*Marketing Manager*

August 2019 – Now

- Contributed to DM advertising and POP point-of-sale campaigns for CP Group's Lotus Supermarkets, optimizing merchandising materials across 7 offline hypermarkets. Redesigned product shelf layouts and color schemes, resulting in a **25% increase** in sales support effectiveness, a **30% uplift** in sales conversions, and a **15% improvement** in customer satisfaction.
- Played a key role in securing a breakthrough partnership with Metersbonwe by evaluating financial reports and conducting market research to develop a more competitive pricing strategy. This approach increased active client partnerships from **3 to 7**, boosted revenue from the Metersbonwe account by **133%**, and maintained a client satisfaction rate of over **90%**.

### Guangzhou Guangya Messe Frankfurt Co., Ltd. (Exhibition Company)

Guangzhou, China

*Marketing Assistant (full-time)*

February 2022 – August 2022

- Led marketing efforts for two of China's largest exhibitions, the Guangzhou International Mould & Die Exhibition and the Shenzhen Fornnext 3D Printing Exhibition, held at the Guangzhou and Shenzhen Exhibition Centers, successfully attracting **33,000+ on-site visitors**.
- Developed an online exhibition platform by introducing new methods for conducting exhibitions, organising industry experts, and compiling industry reports that were digitised and sold to over **20 businesses** through B2B channels.
- Managed a wide range of online marketing tasks, including SEO, SMS, and EDM, overseeing all stages of project execution, and engaging with **180,000 clients**.
- Established partnerships with **200+ media outlets** and built a VIP buyer community, significantly increasing exhibition traffic and brand visibility.

### Guangzhou Wanxi Enterprise Management Co., Ltd. (Vanke Group)

Guangzhou, China

*Rotational Management Trainee, Vanke Group (Internship with return offer)*

May 2020 – October 2021

- Participated in the **Guangzhou Wanxi Xiyueli and Jinyuxifu Project**, contributing to all phases from preparation to launch, rotating through roles in market planning, online consulting, and sales. Played a key role in ensuring the success of the project through hands-on involvement in multiple areas.
- Conducted in-depth market research during the project preparation phase, analysing market trends, size, and growth factors. Contributed to the development of targeted promotional strategies based on research findings, supporting the company's promotional plans by producing weekly strategic reports.
- Executed a 6-month digital marketing campaign, combining online consulting and data-driven approaches, managing an average of **1,800+ daily customer interactions**, primarily focusing on home buyers with budgets between RMB 4 million and RMB 10 million. Strong conversion capabilities significantly boosted client engagement and contributed to the company's brand influence on new media platforms.
- Independently managed over **2,000 clients** through precise segmentation, engaging with them via both online and offline channels, and successfully sold **43 housing units**. Ranked **1st** among interns for performance, showcasing strong execution in customer management and sales strategies.

## SKILLS & INTERESTS

**Languages:** English (fluent), Mandarin and Cantonese (native speaker).

**Technical Skills:** Basic Photoshop and video editing, proficiency in Microsoft Office, Google analytics, Tableau, Hoot Suite, Buffer, and CRM tools such as Salesforce, HubSpot and Zoho CRM.

**Certifications:** Licensed by The Chartered institute of marketing (CIM) (Expected in September 2025).

**Interests:** Travelling (backpacked to 40+ countries), Social media blogging.