

李岚屿 (Ryder Li)

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教育背景

伦敦玛丽女王大学

市场营销硕士

华威大学

商业企业学士 (英国二等一学位)

广东工业大学(华立学院)

工商管理,本科

伦敦,英国

2024 年 9 月 – 2025 年 9 月

伯明翰, 英国

2023 年 9 月 – 2024 年 9 月

广州, 中国

2017 年 8 月 – 2021 年 6 月

个人评价

拥有跨行业的市场经验, 涵盖房地产、会展和广告领域, 积累了丰富的项目管理和领导经验。具备独立思考与创新执行的能力, 能够从市场调研、客户细分到数字营销与客户获取全程推动项目。热衷于在项目达成目标后的卓越成果, 并致力于通过高效执行推动项目取得实质性成效。

工作经历

广州市归航广告有限公司 (广告代理机构)

市场推广经理

广州, 中国

2019 年 8 月 – 至今

- 参与正大集团卜蜂莲花 Lotus 超市的 DM 广告和 POP 销售点活动, 在 4 年内帮助其优化了 **7 家** 线下 Lotus 大卖场的商品展示材料, 独自帮助其设计并提供货架布局和颜色方案, 成功提升了线下零售支持的有效性, 在完成项目后, 其销售转化率上升了 **30%**, 顾客满意度也随之提升了 **15%**。
- 实现了有效的客户拓展, 在过去一年中, 帮助公司的活跃客户数量从 3 家增加到 7 家, 通过对合作伙伴的财务报告进行评估以及市场调研, 独自制定了具有吸引力的定价方案, 最终促成了公司与美特斯邦威的首次合作, 在项目完成后, 美特斯邦威具体门店收入提升 **133%**, 同时客户满意度保持在 **90%** 以上。

广州市光亚法兰克福展览有限公司

市场部专员 (全职)

广州, 中国

2022 年 2 月 – 2022 年 8 月

- 负责公司两大重要展会的市场推广工作, 参与广州国际模具展和深圳 Fornnext 3D 打印展从筹备到开展的全过程, 帮助项目在广州和深圳展览中心顺利举行, 实现了吸引超过 **33,000 名** 现场参观者的市场推广成果。
- 通过探索展览新模式, 协助团队通过公司官网搭建了 1 个线上展览平台, 组织行业专家撰写行业报告并将其研究成果整理成数字化资料, 通过线上 B2B 渠道成功销售给 **20 多家** 企业。
- 熟练掌握各种数字营销的实操过程, 通过 SEO、SMS、EDM 等在线营销工作接触了超过 **180,000 名** 客户。
- 独自与超过 **200 家** 媒体建立合作伙伴关系, 并成功帮助项目构建了 VIP 买家社区, 显著提升了展会流量及品牌知名度。

广州市万溪企业管理有限公司 (万科集团)

轮岗制管培生 (实习, 后于 2021 年 7 月转正)

广州, 中国

2020 年 5 月 – 2021 年 10 月

- 参与广州万溪花地湾万科金域曦府项目从筹备到推货的各个环节, 参与轮岗市场策划、在线咨询及销售三个岗位, 通过多岗位的实际操作, 推动项目成功并为团队的出色表现贡献关键力量。
- 在项目筹备阶段深入进行房地产行业的市场调研, 分析市场趋势、市场规模和增长因素。根据调研数据, 参与制定精准的推广策略, 每周撰写战略规划报告, 为公司的推广计划提供重要支持。
- 执行了为期 **6 个月** 的数字营销活动, 结合线上咨询与数据驱动的方法, 平均每日运营客户超过 **1,800 名**, 主要面向预算在 **400 万至 1,000 万人民币** 之间的购房者, 精准锁定目标客户群。出色的客户转化能力使潜在客户的成交率大幅提升, 并为公司在新媒体平台的品牌影响力打下坚实基础。
- 独自负责超过 **2,000 名** 客户的分层细分, 并通过线上线下的有效沟通, 成功售出 **43 套** 房产, 有效业绩在项目实习生中排名第 1, 充分展示了在客户管理和销售策略方面的强大执行力。

技能/兴趣/证书

- 语言:** 英语 (流利), 普通话及粤语 (本地)。
- 技术技能:** 基本的 Photoshop 和视频编辑, 熟练掌握 Microsoft Office、Google analytics、Tableau、Hoot Suite、Buffer 和 CRM 工具 (如 Salesforce、Hubspo 和 Zoho CRM)。
- 证书:** 特许市场营销资格 (CIM) (预计 2025 年 9 月获得)。
- 兴趣爱好:** 旅行 (30+ 国家)、户外运动、社交媒体影响者。

LANYU (RYDER) LI

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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, Huali College

Bachelor of Arts, Major in Business Administration

Guangzhou, China

August 2017 – June 2021

WORKING 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 Associate (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 Huadiwan Vanke Jinyu Xifu 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, Hubspo and Zoho CRM.

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

Interests: Travelling (backpacked to 30+ countries), Home decor, Social media blogging.