Ansery YU 余楒婕

Digital Growth & Media Strategy | 1.5+ Years Platform Experience
Cross-border Seller Enablement | Data-informed Decision Making

Phone: (+852) 53086213
Email: ansery@life.hkbu.edu.hk
LinkedIn: linkedin.com/AnseryYu

EDUCATION BACKGROUND

HongKong Baptist University(HKBU)   *Hongkong SAR*
Master of Science in Entrepreneurship and Global Marketing   01/2025 to 07/2026
Grenoble Ecole de Management (Double Degree)   *Grenoble, France*
Master of International Marketing & Business Development (Double degree)   10/2025 to 01/2026
Beijing Normal University, Zhuhai (BNUZ)   *Zhuhai, China*
Bachelor of Business Management | 2nd Prize, National Marketing Strategy Competition   09/2018 to 07/2022

WORKING EXPERIENCE

Poizon Global (Dewu Group) | *E-commerce Growth Intern*   *Hongkong SAR* **|** *07/2025 to 10/2025*

- Drove GMV-focused seller operations across HK & SEA by managing bidding & consignment onboarding, using pricing and margin analysis to optimize inventory and boost seller participation.

- Developed [Instagram](#) and WhatsApp marketing matrices, executed content-driven strategies via Reels, posts, and paid ads to close the marketing loop, attaining 150+ seller leads with a **12% o**nboarding rate.

Crazy Maple Studio, Inc. | *Digital Marketing Intern*   *10/2024 to 01/2025*

- Coordinated localized Push and Email campaigns across 7 language markets using **AI-driven** copywriting & optimized visual assets for diverse drama genres, delivering **+12.8pp** open rate and +136% WoW CTR.

- Conducted in-depth analysis of user behavior patterns and content preferences via Redash, utilized A/B testing to optimize distribution strategies for high-converting content genres and refined personalized segmentation, driving an **18%** MoM conversion growth.

Pinduoduo (Temu) | *Merchant Operations Specialist (full time)*   *06/2024 to 9/2024*

- Managed merchant product operations, optimizing marketing tools and promotional strategies. Conducted data-driven product selection through seller collaboration, achieving a 77% MoM growth in product listings and an 18% increase in conversion rates.

- Streamlined end-to-end product listing processes, resolving onboarding bottlenecks through pricing negotiations & qualification assessments. Ranked in the **top 10%** for monthly onboarding performance.

Shopee Pte. Ltd. | *Category Analyst (full time)*   *05/2022 to 07/2023*

- Orchestrated market-wide campaign operations and performance tracking across SEA markets (SG & MY), Applied fashion category insights to refine seller participation strategy and assortment quality, delivering +**18%** MoM GMV growth in SG and **+7.8%** in MY during peak seasons.

- Managed short-tail seller segmentation and performance evaluation via Redash/Excel; refined enrollment workflows and campaign strategies, driving +5% seller engagement across campaigns.

JD.Com, Inc. | *E-commerce Project Intern*   12/2021 to 04/2022

- Coordinated mega-sale lifecycles (Double 11), deploying omnichannel touchpoints and optimizing conversion funnels. Facilitated buyer-led assortment and product pool entry, activated **160+ sellers** to attain ¥7.32M GMV (+64% MoM) and 83% participation.

OTHER INFORMATION

- Language: English (Fluent), Cantonese (Limited working proficiency), Mandarin (native)
- Computer Skills: Advanced data analysis (Excel, Basic SQL), AI-Assisted Development (Prompting, Vibe Coding research), ASO/SEO (Paid Search Bidding, Landing Page Optimization), Design (PPT, Canva)