

Yinglian Zhou

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EDUCATION

THE CHINESE UNIVERSITY OF HONG KONG, SHENZHEN

Sep 2023 – Present

Bachelor of Business Administration in Marketing and Communication

- **Honors:** Undergraduate Scholarship (RMB 60,000 per year)
- **Skills:** English(fluent), Chinese (native)

ENTREPRENEURIAL EXPERIENCE

SHENZHEN A CUP OF TEA CO., LTD.

Mar 2024 – Present

Co-founder & Head of Brand Marketing Strategy

- **Team Leadership:** Managed a 9-member student entrepreneur team to launch and operate a campus-based bubble tea shop. Led the development of a WeChat service account, ordering mini program, and membership platform, acquiring 3,000+ members and generating over RMB 200,000 in online sales within the first month
- **Marketing & Partnerships:** Identified target segments and key product value propositions to design and lead 20+ marketing campaigns. Built external partnerships with 10+ campus organizations, driving average monthly revenue of RMB 80,000+ and net profit of RMB 20,000+. Closed 25+ annual partnership deals, increasing external sales revenue by 32%
- **Data-Driven Growth:** Applied consumer analytics to drive retention strategies through targeted email, social media, and loyalty programs. Grew membership to 6,000+, covering 74% of the campus population with a 73% retention rate and 117% increase in repeat purchases. Promotional campaigns generated RMB 400,000+ in sales with a 2.2+ ROI

WORK EXPERIENCE

PUBLICIS GROUPE – LVMH PROJECT TEAM

June 2025 – August 2025

Social Media Intern

- **Platform Operations & Content Planning:** Managed content calendar, copywriting, and layout design for LVMH Group's official WeChat and WeCom accounts. Supported publishing across topics such as corporate news, talent development, and CSR initiatives. Contributed to a 29.5% YoY increase in followers and a 17.83% rise in engagement. Participated in monthly editorial planning, section structure design, and publishing timelines to ensure strategic consistency and brand alignment.
- **Client Communication & Project Coordination:** Actively engaged in client meetings and briefings, breaking down strategic goals into actionable content directions and execution plans. Facilitated multi-round feedback coordination. Developed strong familiarity with digital media tone and communication standards for luxury and FMCG brands; demonstrated ability to translate strategy into content.
- **Data Analysis & Content Optimization:** Monitored weekly performance metrics using Excel PivotTables and VLOOKUP for multidimensional analysis. Delivered periodic content performance reports to support strategic adjustments and optimization. Developed a keen sensitivity to content performance and a data-driven mindset.
- **Project Management & Workflow Support:** Assisted with concurrent multi-brand project execution, including task scheduling, progress tracking, payment processing, and vendor documentation. Strengthened coordination skills across teams and improved workflow management in fast-paced environments.

JOY MEDIA CO., LTD.

Jun 2024 – Jul 2024

Live Streaming Operations Intern

- **Live Streaming Operations:** Actively participated in planning and executing multiple livestream events. Supported hosts with their onboarding and content preparation, including writing livestream scripts, designing flow, providing on-site support, and monitoring real-time data. Helped a new host set up her first livestream room, achieving over RMB 100,000 in daily sales, ranking in the top 10 of Douyin's hourly chart, and surpassing RMB 500,000 in monthly revenue to become a top-tier streamer
- **Short Video Production:** Assisted editors in shooting and editing short video content for company artists. Contributed to multiple video projects,

including livestream trailers and highlight recaps for social media. Proficient in tools such as CapCut and Photoshop

- **Content Performance Analysis:** Collaborated with the operations team to create regular livestream review and performance reports. Tracked key metrics such as views, conversion rates, and engagement, and proposed targeted improvements to boost reach and effectiveness

CAMPUS INVOLVEMENT & HONORS

SCHOOL OF MANAGEMENT AND ECONOMICS NEWS AGENCY, CUHK-SHENZHEN

Oct 2023 – Present

Chief Visual Editor

- Plan content topics and schedules for the school's official WeChat account
- Wrote over 10 in-depth articles, including campus stories and interviews
- Design article layouts and visuals using Photoshop, Canva, and Xiumi. Built a consistent visual style to improve recognition

BUSINESS CASE COMPETITION, SME CUHK-SHENZHEN

Oct 2023

- Researched and analyzed brand ecosystems of Starbucks and Nike to develop marketing strategies based on consumer profiles
- Selected as one of the Top 10 teams on campus; received the "Presented with Potential" award

L'ORÉAL BRAINSTORM

Feb 2023 – Apr 2023

- Conducted market analysis, competitor research, and built a revenue forecast model to support actionable business recommendations
- Wrote the script, storyboarded, and edited the team's promotional video under tight deadlines