

Linhan FU

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EDUCATION

The Chinese University of Hong Kong
Master of Marketing, Business School

Hong Kong, China
08/2024-07/2025

• **Related Courses:** Big Data Strategy, Digital Marketing, Marketing Research, Buyer Behavior, Machine Learning in Marketing
Shanghai University of Finance and Economics
Bachelor of Economics in Finance, School of Finance

Shanghai, China

09/2020-06/2024

• **Related Courses:** Corporate Finance, Experiment Finance, Behavioral Finance, Finance Econometrics, International Settlement
INTERNSHIP EXPERIENCES

Midea Group Co., Ltd.

Shunde, Guangdong

Global Funding Digital Platform Product Manager

01/2024-05/2024

Requirements Analysis: Consolidated user demands, deeply explored potential needs, identified key pain points to translate into specific product features, and produced 5+ PRD

Product Design: Utilized Axure to design optimized product versions and coordinated with users, developers, and testing teams to facilitate three iterations, enhancing business efficiency

China Cinda Asset Management Co., Ltd.

Shanghai, China

Investment Business Division Intern

10/2023-12/2023

Data Insights: Analyzed financial statements, business strategies, and operations of AI enterprises, offering data-driven insights to support investment decisions

Investment Management: Regularly followed up with target companies, monitoring their business performance, financial health, and strategic shifts to identify potential risks and ensure stable returns

Industrial Securities

Shanghai, China

Channel Development Intern

07/2023- 10/2023

Channel Expansion: Participated in due diligence, product formulation, and client relationship management for Hengfeng Wealth Management and SPDB Wealth Management, increasing business penetration and channel expansion rate

Data Management: Monitored over 100 products' key indicators such as investment directions, duration, and net value, optimizing resource allocation and decision-making efficiency

Shanghai Shizhuang Information Technology Co., Ltd. (Dewu)

Shanghai, China

Beauty & Personal Care Merchant Operations Intern

02/2023-05/2023

Precision Operations: Managed product selection, listing, and pricing strategies for KA sellers, efficiently overseeing 2,000+ SPUs

Marketing Projects: Designed and promoted the "Travel Cosmetic Bags" campaign, listing over 150 SPUs in the first month, achieving a 150% increase in orders and 120% growth in GMV week-over-week

Data Monitoring: Leveraged SQL to pinpoint anomalies in seller performance, communicating solutions and optimizing strategies to boost KA sellers' GMV by 30%

TF Securities

Shanghai, China

Industry Research Intern, Overseas TMT Group

08/2022- 11/2022

Industry Insights: Conducted in-depth analysis of the e-commerce industry, highlighting Alibaba's strengths and weaknesses in "people, goods, and scenarios", and produced a comprehensive 60-page ppt report

Data Research: Compared GMV, ROI, and penetration rates of Taobao and rival platforms for beauty and fashion categories, analyzing competitive landscapes of e-commerce market

Market Analysis: Used Wind and Bloomberg to collect data and produced over three weekly analysis reports on U.S. and Hong Kong stocks, identifying market trends and minimizing decision-making risks for the team

PROJECT EXPERIENCES

KPMG ESG Case Analysis Competition

Shanghai, China

Team Leader | Achievements: 6th place (Top 3%)

09/2022-10/2022

Consumer Insights: Analyzed consumption characteristics, price sensitivity, and demand pain points of African BOP populations, creating accurate consumer profiles to refine market strategies of Power-Solution

Marketing Strategy: Developed localized marketing strategies tailored to BOP populations, such as "One Place, One Person," distribution agents, and collateral guarantees, to increase market penetration and brand influence

Strategic Planning: Formulated the "Star Plan," including product model optimization, technological innovation, and a "semi-localization" strategy, to establish a sustainable business model

Platform Design: Built the "Star Lighting-Empowering BOP Populations" interactive platform, integrating social welfare resources and blending corporate social responsibility with business operations

Shanghai Municipal Undergraduate Innovation and Entrepreneurship Project "Lianlian Youcai"

Shanghai, China

External Relation Director

10/2021-06/2024

Activity Innovation: Innovated "One-Week CP" activities like "1+X," "Matchmaker," and "Task Pool," enhancing engagement and user experience and amassing over 1,000 active followers

Business Development: Secured sponsorships from Juneyao Airlines, Nichang Tea Dance, Sensation Bar, and other brands, raising over 10,000 RMB in funding

SKILLS&FEATURES

Language Skills: Chinese (Native), English (IELTS 6.5, GMAT 720)

IT Skills: Axure, Python, Excel (common functions, pivot table, etc.), PowerPoint, Word

Self-evaluation: Excellent communication skills, Creative in projects design and products marketing, Outstanding leadership and team spirit, Efficient execution capability, Rapid adaptability and strong stress resistance