

Yikhin Deng

(+86) 188-7044-1665 | dyxfred@163.com

EDUCATION

Sun Yat-sen University (Zhuhai Campus)

Master of Philosophy in Logic

Sep 2026 – Jun 2029

Recommended for Admission (Waived Admission)

Minzu University of China

Bachelor of Philosophy

Sep 2022 – Jun 2026

Peking University (National School of Development)

Minor in Economics

Sep 2024 – Jun 2026

PROFESSIONAL EXPERIENCE

Foshan Cross-border E-commerce Talent Innovation Park – BD Assistant

Dec 2024 – Feb 2025

- **Cross-border Business Development:** Spearheaded business expansion in US and SE Asia markets; connected with **200+** influencers via TikTok Shop Affiliate (e.g., WhatsApp). Successfully increased SKU count by **35%**, helping the team become a core distributor for Angel Nutritech in China.
- **Data Management & Analysis:** Utilized Echo Tik to analyze regional consumption data and influencer potential. Built a product database and optimized selection strategies based on sales dynamics. Updated **20,000+** product entries with **90%+** accuracy and generated weekly Excel sales reports to enhance decision-making.
- **Event Execution:** Planned and executed promotional campaigns for the SE Asian market. Managed influencer scheduling and content distribution, resulting in a **10% increase** in average order volume and achieving a quarterly GMV of over 20,000 CNY. Produced post-event analysis reports to optimize workflows.

JD.com , Inc – Assistant Merchandiser

Apr 2025 – Jul 2025

- **Merchandising & Procurement:** Selected high-quality POP brand suppliers and negotiated prices to ensure competitiveness. Managed inventory control based on effective/outbound/transaction amounts. Introduced **10+** new brands and launched **50+** SPUs.
- **Campaign Marketing:** Deeply participated in major sales festivals (e.g., 618). Successfully registered **70+** SPUs for "Ten Billion Subsidy" channels. Secured **140+** resource slots, driving the group's GMV to a new high.
- **Data Analysis & Strategy:** Leveraged "Shufang" (JD Data Platform) to analyze PV, UV, and ROI. Designed and iterated **180+** targeted coupons based on crowd/region/category tags. Improved Ad ROI by approx. **5%** through weekly data reviews, enhancing brand penetration in the sports category.
- **Brand Operations:** Standardized store presentation (decoration, sizing assistants). Created content for private/public domain channels (community copywriting, short videos, livestreams), reaching **900+** users.

CAMPUS EXPERIENCE

Peking University NSD EMBA Center – Student Assistant

Feb 2025 – Oct 2025

- **Event Support:** Played a core role in executing 3 high-end EMBA lectures and alumni forums. Managed reception, sign-in flow, and on-site coordination for **300+** attendees, ensuring zero SOP errors.
- **Operational Support:** Assisted in the full-process management of EMBA admissions interviews. Handled document verification and confidentiality for **50+** candidates. Built a cloud-based document indexing system, archiving **150+** files (speeches, agendas), improving retrieval efficiency by **50%**.

Minzu University of China Student Union – Minister of Sports & Arts Dept. Sep 2022 – Jun 2024

- **Event Planning & Leadership:** Led the planning and execution of **10+** university-level events (e.g., New Year Gala, Sports Meet). Managed the full lifecycle from proposal writing to on-site execution and post-event review, significantly improving cross-departmental collaboration.
- **Data Management:** Utilized Microsoft Access and Excel to build a participant database for the sports meet. Structured fields and classified information to ensure zero errors in matching events with participant IDs, greatly enhancing processing efficiency.

SKILLS & HONORS

- **Languages:** English (CET-6: 559 [Good in Speaking], CET-4: 584), Cantonese (Fluent), Mandarin (Native).
- **Technical Skills:** Python, Access, L^AT_EX, GitHub, Word, Excel, PowerPoint, X-Mind.

- **AI Tools:** ChatGPT, Claude, Gemini.
- **Certificates:** Computer Rank Examination Level 2, Driving License (C1).
- **Honors:** Second-class Academic Scholarship (x2), College Students' Innovation and Entrepreneurship Competition Innovation & Entrepreneurship Competition (Provincial Level, x2), MUC "Young Seedling" Plan (Outstanding), National College English Competition (3rd Prize).