

# Yikhin Deng

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## EDUCATION

Sun Yat-sen University (Zhuhai Campus)	Sep 2026 – Jun 2029
Master of Philosophy in Logic	Recommended for Admission (Waived Admission)
Minzu University of China	Sep 2022 – Jun 2026
Bachelor of Philosophy	
Peking University (National School of Development)	Sep 2024 – Jun 2026
Minor in Economics	

## PROFESSIONAL EXPERIENCE

Foshan Cross-border E-commerce Talent Innovation Park – BD Assistant	Dec 2024 – Feb 2025
• <b>Cross-border Business Development:</b> 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.	
• <b>Data Management &amp; Analysis:</b> 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.	
• <b>Event Execution:</b> 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
• <b>Merchandising &amp; Procurement:</b> 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.	
• <b>Campaign Marketing:</b> 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.	
• <b>Data Analysis &amp; Strategy:</b> 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.	
• <b>Brand Operations:</b> 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
• <b>Event Support:</b> 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.	
• <b>Operational Support:</b> 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
• <b>Event Planning &amp; Leadership:</b> 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.	
• <b>Data Management:</b> 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<sup>A</sup>T<sub>E</sub>X, 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 CompetitionInnovation & Entrepreneurship Competition (Provincial Level, x2), MUC "Young Seedling" Plan (Outstanding), National College English Competition (3rd Prize).