

吴东静

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教育经历

- 香港中文大学 - 市场营销 硕士 2024.08-2025.11
相关课程: 数字营销, 市场研究, 大数据战略, 管理营销等
- 上海大学 - 国际经济与贸易 本科 GPA:3.52/4.00 任职:班长 2019.09-2023.06
相关课程: 国际贸易理论, 国际结算, 经济学, 计量经济, 财务会计等
- 荣誉奖项: 上海大学优秀毕业生、优秀学生; 上海大学品学兼优奖学金; “挑战杯”创业计划竞赛上海市铜奖
- 论文发表: [Can the establishment of a personal data protection system promote corporate innovation?](#) (Research Policy, 2024)

实习经历

- 联合利华(中国)有限公司 - 蓝多霸品牌发展部实习生 2024.02-2024.05
- 营销创作: 独立与第三方设计公司对接, 主导4条种草视频和1条上新宣传视频的创作, 上新视频推出后销量累计3000+。完成全系列产品不同点位视觉材料设计, 线上素材推出一周内获得好评50+, 山姆超市所售商品好评率97.4%。
 - 项目管理: 整合蓝多霸系列产品不同销售渠道营销素材, 建立可分享网盘, 为不同供应商提供与之匹配的营销素材, 检查不同客户平台素材上线进度并收集营销反馈。收集2000+份销售反馈, 实时掌握产品市场动态。
 - 发运统筹: 追踪产品销售情况, 完成蓝多霸全系列产品及赠品内领工作, 协调并分配对应数量产品发运至拼多多、淘宝官方旗舰店及主播带货仓等不同电商仓库, 维持合理库存量并及时更新库存数据做到动态管理。
- 耐克体育(中国)有限公司 - 产品数字营销实习生 2022.07-2023.02
- 直播执行: 统筹NIKE APP直播超过10场, 包括D11、D12、CNY等不同促销季和主题。跨部门沟通协作完成直播定位, 整合部门资源定时输出直播预告素材, 完成选品、机制确认及直播间配置, 平均每场直播观看人数约1w+。
 - 数据分析: 收集分析直播数据, 包括预约量、需求、观看人数、互动人数、年龄分布等, 形成动态分析表格。完成直播标签数据收集, 包括直播类型、嘉宾、发售鞋款等, 进一步了解目标群体的偏好和需求。
 - 新品宣传: 参与NIKE 2023年春季及夏季新品宣传策划, 包括故事主题构思、新品搭配、商品清单确认、追踪新品准备情况、新品订货等。所参与设计的新品故事已产出微信推送创意素材, 推出后一个月内阅读量5.4w+。
- 飞利浦家电(中国)投资有限公司 - 家电市场营销实习生 2022.05-2022.07
- 生意追踪: 使用生意参谋、京东商智等电商数据平台, 监控分析产品日常生意表现并产出日报、月报等。收集top竞品销售状况与参数性能进行对比分析, 提炼产品竞争优势及定位, 深入了解消费者偏好和需求。
 - 大促支持: 参与6.18期间天猫和京东平台大促营销活动策划。与视觉设计公司协作完成大促前8个产品PDP更新上线; 跟进大促期间飞利浦产品及其他6个竞品销售动态与促销机制, 输出追踪文档, 实时掌握大促销售情况。
 - 新品上市: 参与2个新品上市前市场分析相关工作, 通过仲谋平台获取新品所属价格区间产品销售额、增长率、市场份额等信息, 整理市场大盘情况并输出分析报告, 为产品上市前期调研提供支撑。
- 安永华明会计师事务所 - 审计实习生 2022.01-2022.02
- 审计服务: 独立完成年审控制测试, 包括抽样及客户数据筛选整理; 使用客户库存专门网站完成库存清点替代程序, 实时跟踪产品库存, 制作盘点表格; 完成年度审计报告内容核查及更新。
 - 尽职调查: 对100名抽样顾客信息进行尽调, 核对准确度制作核查数据清单。与客户关联方确认函证信息及地址。

竞赛和项目经历

- “正大杯”第十二届全国大学生市场调查与分析大赛 - 上海市一等奖 2022.01-2022.04
带领5名组员对1400余名消费者进行调研, 了解其对香氛概念产品的消费意愿。运用结构方程模型、关联规则对影响消费意愿的因素展开分析探究, 并针对消费者关注重点提出建议, 形成市场调研报告。
- 2021年全国高校商业精英挑战赛国际贸易竞赛(英语组) - 全国一等奖 2020.12-2021.05
搜集科技数码类产品信息, 进行展位、海报, 宣传册及易拉宝的设计; 结合科技数码类产品特点设计策划产品发布会。查找国际运输航线运费信息, 准备产品报价单及交易合同, 与进口商进行商业谈判。
- 上海大学 星铸社 项目经理 - 上海市创新创业市级立项 2019.11-2021.07
带领8名项目组成员推动项目“拒绝潮流”的发展, 完善项目商业模式的搭建及核心技术的提升; 开展项目产品实践活动。推进与新兴珠宝品牌“梵誓”的项目合作, 多次与企业家沟通项目思路, 实现从0到1的搭建。

技能/证书及其他

技能: Office, SPSS, PR, stata, python
语言: 英语(IELTS 7), GRE(322)

DONGJING WU

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EDUCATION

The Chinese University of Hong Kong

Master of Science in Marketing

Hong Kong, China

2024.08 – 2025.11

Core courses: Digital Marketing, Marketing Research, Big Data Strategy, Marketing Management

Shanghai University

Shanghai, China

Bachelor of Economics, Major in International Economics and Trade, GPA 87.65/100, Class Monitor

2019.09 – 2023.07

Core courses: Economics for Business, Econometrics, International Trade Theory

Honors & Awards: Excellent Graduate of Shanghai University, Shanghai University Academic Scholarship, Bronze Award at the 12th "Challenge Cup" Student Entrepreneurship Plan Competition.

Essay Published: [Can the establishment of a personal data protection system promote corporate innovation? \(Research Policy\)](#)

INTERNSHIP EXPERIENCES

Unilever (China) - Domestic Marketing Intern

2024.02-2024.05

- **Marketing creation:** leading the creation of four seeding videos and one product launch video, which drove 3,000+ sales. Designed visual assets for the entire product line, Gained 50+ positive reviews within a week, with 97.4% approval rate at Sam's Club.
- **Project management:** streamlined marketing materials for different products across various sales channels. Created a shared cloud drive for suppliers to access customized marketing content. Collected over 2,000 pieces of sales feedback to track market trends in real time.
- **Shipping coordination:** managed the allocation and internal receipt. Coordinated and distributed products to various e-commerce warehouses, including PDD, Taobao flagship store, etc. Maintained optimal inventory levels and updated stock data promptly.

Nike Sports (China) - Digital Marketing Intern

2022.07 – 2023.02

- **Livestream execution:** coordinated over 10 live streams on the NIKE APP, covering key promotional events like D11, D12, and CNY. Led cross-departmental collaboration to finalize stream themes, create preheat assets, and manage product selection, mechanics, confirmation and setup. Each stream averaged 10,000+ viewers.
- **Data analysis:** collected and analyzed livestream data, including appointment volume, viewer & interaction count, and age distribution. Gathered livestream tag data, including types, guests, and shoe releases, providing deeper insights into the preferences and needs of target audience.
- **New product promotion:** contributed to NIKE's Spring and Summer 2023 key visual shooting project. Involved in conceptualizing story themes, monitoring new product readiness. Creative materials yielded over 54,000 readings on WeChat.

Philips Domestic Appliances (China) Investment Co., Ltd. - Domestic Appliances Marketing Intern

2022.05 – 2022.07

- **Market insight:** used e-commerce data platforms to monitor and analyze the daily business performance. Investigated market dynamics and understood parameter performance of top competitors. Collected and analyzed data on customer demographics, preferences, and buying habits to identify potential markets and affecting factors.
- **Promotion events support:** coordinated and connect with the external agencies and participated in the planning of "618" promotion marketing activities for Tmall and JD.com. Independently completed the updates and launch of the first 8 products' PDPs (Product Detail Pages) and tracked the promotion mechanism of Philips' own products and other 6 competing products.
- **Launch of new products:** engage in the market analysis for the launch of 2 new products. Collected information of the product sales, growth rate, market share through e-platforms and output analysis reports providing support for the pre-launch research.

Ernst & Young - Audit Intern, Financial Services Group

2022.01 – 2022.02

- **Audit Services:** responsible for testing transactions and reviewing the accounting documentation of audited companies. Independently completed the annual audit test, including sampling and customer data screening and sorting.
- **Due Diligence:** Conducted due diligence based on the information of 100 sampled customers. Completed the information verification and updates of the annual audit report. Processed and analyzed client data in MS Excel and EY internal systems.

COMPETITON & PROJECT & EXTRACURRICULAR EXPERIENCES

"Zheng Da Cup" 12th National College Student Market Research and Analysis Competition - 1st Prize in Shanghai

2022.04

- Led a team of 5. Combined with online questionnaires and offline interviews to 1400+ consumers for understanding their consuming willingness toward fragrance products (including perfume, personal care, and home fragrance). Employed the theory of consumer behavior, the structural equation model and the SVM model to analyze and explore the influential factors.

National Business Elite Challenge International Trade Competition - National-level 1st Prize

2021.01 – 2021.05

- Selected suitable commodity for exhibition and export. Composed business plans, designed the posters, and planned product launches based on product features. Collected information of international transportation, prepared quotations and contracts, and led business negotiations with importers.

Enactus Student Club - Project Manager

2019.10 – 2020.07

- Led 8 project team members to promote the development of the project "rejecting the trend". Formulated project development plans: improved construction of the project's business model and effectively understood product shortages and customer needs. Cooperated with the emerging jewelry brand "Fan Oath" to help the concept of environmental protection, communicated with brand entrepreneurs many times to connect resources, and entrepreneurship projects from 0 to 1.

OTHER INFORMATION

- **Language:** English (Business Proficiency, IELTS 7, GRE 322, Q165/V157), Mandarin (Mother Tongue).
- **Technical:** MS Office (Advanced in Excel), Adobe PR, SPSS, Stata, Python.