

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.