

Hongtao Yu

Job Intention: Brand & Marketing / Operation / Market analysis

Contact Information

Address: Berlin

Tel: +49 1746646865

E-mail: hongtaoyu94@gmail.com

LinkedIn: www.linkedin.com/in/hongtao-yu

Working Experience

Oddys.co, Berlin — Sales & Operations Intern

05.2025 - 09.2025

Job Responsibilities and Performance:

- ▶ Played a key role in shaping the brand's operational foundation by implementing internal **workflow tools (Trello)** that streamlined daily coordination and task tracking and reduced project delivery time by **20%**.
- ▶ Translated creative vision into a tangible product by **designing a fully functional mobile app demo in Figma** within two weeks, later used to pitch to investors and partners.
- ▶ Built a comprehensive **influencer database** and initiated outreach campaigns that connected digital creators with the brand's storytelling and product launches. In one month, I got **200 influencers' information** with some key KPIs (e.g. Engagement Rate).
- ▶ **Built a website with Shopify** and conducted website traffic and engagement analyses to identify growth patterns and optimize website layout/vibe, feeding insights into the evolving brand strategy.
- ▶ Curated engaging content calendars for **Instagram and TikTok**, aligning visuals and tone with Oddys. Co's playful yet modern identity.
- ▶ Partnered closely with the team leader to design and deliver a **partnership outreach deck**, integrating market insights, creative storytelling, and operational goals.

Soft Skills Developed:

Strengthened **creative problem-solving**, **strategic communication**, and **digital marketing** skills by combining storytelling with performance analysis. Enhanced **project management**, **team collaboration**, and adaptability in a dynamic **startup environment**.

Barilla Group, Parma — Marketing Intern

04.2024 - 07.2024

Job Responsibilities and Performance:

- ▶ Leveraged **AI-driven analytics** to identify and segment target audiences for upcoming food innovations, enhancing precision in product-market fit.
- ▶ Explored the **use of Generative AI in product design and market positioning**, contributing fresh ideas for brand storytelling and consumer engagement.
- ▶ Conducted **customer segmentation mapping** and **product insight analyses** to support strategic decisions for new product development and market launch strategies.

Soft Skills Developed:

Developed strong **analytical thinking**, **strategic marketing**, and **innovation skills** through AI-driven consumer insights. Improved **cross-functional collaboration**, **data interpretation**, and **brand positioning** capabilities within a global FMCG context.

Fonterra Trading (Shanghai) Co., Ltd, Shanghai — HR Intern

02.2023 - 05.2023

Job Responsibilities and Performance:

- ▶ Coordinated recruitment processes across multiple departments, ensuring smooth communication between hiring managers and candidates.
- ▶ Supported Human Resource **contract and supplier negotiations**, demonstrating precision, accountability, and an understanding of corporate operations.
- ▶ Gained hands-on experience in **talent management**, **cross-team collaboration**, and **organizational communication**, strengthening adaptability within a global business context.

Job Responsibilities and Performance:

- ▶ Conducted **targeted talent searches** for clients in the **FMCG sector**, sharpening market research and networking abilities.
- ▶ Evaluated and matched candidate profiles with client needs, applying a **data-informed and client-oriented approach** to recruitment.

Project Experience

Brand Storytelling and Campaign Design — Sotheby’s International Realty, Berlin

- ▶ Developed a **strategic brand storytelling and campaign concept** to strengthen Sotheby’s positioning as a curator of lifestyles and relationships beyond luxury real estate.
- ▶ Integrated **Berlin’s local culture, art, and architecture** into the campaign narrative to elevate brand authenticity and emotional appeal.
- ▶ Proposed the use of **AR/VR experiences** to enhance customer engagement and differentiate Sotheby’s digital brand experience.

SCRUM Project Management — Case Study with dm-drogerie markt

- ▶ Applied **agile SCRUM principles** to design an innovative system for reusable food packaging in retail environments.
- ▶ Coordinated sprint planning, backlog prioritization, and product testing with a cross-functional team to ensure timely project delivery.
- ▶ Delivered a **comprehensive market and operations strategy**, improving process efficiency and supporting dm’s sustainability initiatives.

Emotional vs. Rational Brand Storytelling: Effects on Consumer Trust and Perception (Final Thesis)

- ▶ Conducted a **market research study** analyzing how emotional and rational storytelling influence consumer trust and brand perception.

Education

Triple Master’s Degree in International Management (MIEX Program)

09.2023 - 11.2025

ICN Business School (France & Germany); University of Bologna (Italy)

Relevant Module: Marketing and Brand Analytics, International Strategy Management, Supply Chain Management.

Bachelor of Management in Human Resource Management

09.2019 - 06.2023

East China University of Science and Technology, (Shanghai, China)

Relevant Module: Human Resource Management, Multivariate Statistics, Business Management.

Skills

Marketing & Strategy:

- Digital Marketing
- Brand Storytelling
- Market Research
- Market Principle
- Market Campaign Operation

Tools & Analytics:

- Google Sheets & Docs
- Microsoft Office
- Canva
- SPSS Statistic Analysis
- Shopify Website Design
- Figma UI &UX Design (basic)
- Power BI Dashboard (basic)

Technical & Management:

- SCRUM Agile Management Method
- Trello Project Management
- Python Data Scraping (basic)
- VS Code (basic)
- Vibe Coding (basic)

Language

Chinese (Native Speaker)

English (working proficiency, C1)

German (Basic, A2)

Interest

Passionate about **home cooking**, especially Chinese cuisine, and love experimenting with global flavors to craft creative fusion recipes. Besides, I recharge through **hiking and gym workouts** — from conquering Tiger Leaping Gorge and Jade Dragon Snow Mountain in Yunnan to exploring Germany’s forests and dreaming of the trails in Chamonix.