

CHEN XI

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Base: Hong Kong/ Shenzhen

EDUCATION

The Chinese University of Hong Kong (CUHK)

Hong Kong SAR, China

Master of Science in Marketing

2024.08-2025.10

Focus Track: Big data marketing with Python and R Project

Skills Attained: Python and R application in marketing perspective.

Shenzhen University (SZU)

Shenzhen, China

Bachelor of Management in Marketing

2020.09-2024.07

Cumulative GPA: 3.28/4.5 (Ranked within top 30%), 3.7/4.5 in the 3rd year

Relevant Courses: Marketing Case Study (91), Big Data Marketing (87), Social Media Marketing (93), etc.,

Graduation Thesis: Conducted quantitative research on co-branding between FMCG and luxury brands based on surveys, analyzing consumer behavior trends and providing actionable insights.

University of Toronto (UoT)

Toronto, Canada

Academic Exchange

2022.09-2022.12

Academic English and Communication

SKILLS

- Quantitative marketing research & analysis: IBM SPSS, R, Python
- MS Office (Excel, Word, PowerPoint, Outlook etc.,)
- Native in Chinese; Fluent in English and Cantonese
- Strong communication & presentation skills (English and Chinese)
- Multi-project managing and client coordination

INTERNSHIPS

Deloitte Enterprise Consulting Shanghai Ltd., Shenzhen Branch

Shenzhen

Intern, Chief Growth Office, Priority Account Program

2024.03-2024.06

- Customer Growth: Assisted in delivering key client growth initiatives by supporting project design and research analysis. Gained relevant knowledge of industries including automobiles, life sciences and philanthropy.
- Year-end evaluation: Analysed quantitative and qualitative data for year-end evaluations, enhancing proficiency in Excel and PowerPoint, as well as data interpretation and visualization skills.
- Communication: Strengthened multi-national communication abilities by coordinating with diverse teams.

Shenzhen Finance Institute, The Chinese University of Hong Kong, Shenzhen

Shenzhen

Marketing Intern, Master of Science in Business Management (MBM) program

2023.06-2023.08

- Marketing Analytics: Assisted in data collection and analysis for the Market Department of the Master of Science in Business Management (MBM) program.
- SEO Application: Utilized search engine optimization (SEO) tools to contribute to the promotion and dissemination of the MBM program, conducted analysis on competitors' SEM strategies to identify opportunities for enhancement.
- Data Analysis: Strengthened statistical knowledge and skills through the analysis of market data, enhancing the ability to interpret and understand market trends.
- Acquired a comprehensive understanding of the operational mechanisms of various SEO and analytical tools.

NOTABLE ACADEMIC PROJECTS

IMC Campaign Design for Patagonia

CUHK

2024.12-2025.02

- Project Description: The project aimed for creating IMC campaign. During which me and my teammate create IMC campaign for Patagonia, incl. 5-box statements, online (social media, display ads) and offline advertisements deployment.
- Skills Attained: Integrated Marketing

Sentiment Analysis for Mandarin Oriental Hotel

CUHK

2024.09-2024.11

- Project Description: During this project, me and my teammate used Python and Google Cloud to scrape the comments on OTA (e.g., CTrip, Trip Advisor etc.,) and analyze the sentiment trends of the comments on Mandarin Oriental Hotel worldwide, mainly focus on MO Hong Kong and Shanghai Branch. As well as giving advice according to the sentiment result.
- Skills Attained: Sentiment Analysis; Comments Scraping

Undergraduate Thesis

Shenzhen University

2024.01-2024.05

- Thesis Description: My thesis, titled "The Impact of Co-Branding Between Luxury and Mass-Market Brands on Generation Z Consumers' Purchase Intention". Investigated on how luxury and mass-market brand collaborations affect Gen Z buying behavior using consumer perceived value theory. Analyzed questionnaire data with SPSS, finding product fit and scarcity key to influencing purchase intent.
 - Skills Attained: SPSS; Questionnaire Design; Market Research
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