Melody Sun
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Professional Summary

Highly skilled marketing professional with a strong foundation in marketing analytics and consumer behavior. Proven ability to lead projects, analyze data, and develop strategies that drive customer engagement and business growth.

Education

Master of Science in Marketing Analytics
The Chinese University of Hong Kong | September 2024 - May 2025
GPA: 3.9/4.0
Relevant Coursework: Machine Learning in Marketing, Social Media Analytics, Marketing Research

Bachelor of Science in Finance
The Chinese University of Hong Kong (Shenzhen) | September 2020 - May 2024
GPA: 3.7/4.0
Graduated with Honors
Relevant Coursework: Investment Analysis, Derivatives and Financial Engineering, Financial Risk Management, Financial Statement Analysis, Corporate Finance, Portfolio Management

Professional Experience

Marketing Analyst Intern
ByteDance | June 2024 - August 2024

- Conducted market research to analyze consumer trends and preferences, utilizing tools such as SPSS and Google Analytics
- Developed and implemented marketing strategies that increased customer engagement by 25%
- Presented findings and recommendations to senior management, contributing to strategic decision-making

Research Assistant
University of CUHK(SZ), Department of Marketing | January 2024 - May 2024

- Assisted in conducting research on consumer behavior and marketing effectiveness
- Analyzed survey data and presented findings to faculty and students, enhancing curriculum development
- Contributed to a published paper on digital marketing trends and their impact on consumer decision-making
- Mentored undergraduate students on research methodologies and programming

M&A Analyst Intern

Tencent Holdings Ltd. | May 2023 - August 2023

- Assisted in the evaluation of potential acquisition targets by conducting comprehensive market research and financial analysis
- Collaborated with cross-functional teams to assess strategic fit, synergies, and risks associated with prospective deals
- Developed detailed financial models to forecast revenue growth and profitability for acquired companies, contributing to investment recommendations
- Participated in due diligence processes, analyzing financial statements, market conditions, and competitive landscapes

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Projects

Marketing Attribution Modeling

- Developed a machine learning model to analyze the effectiveness of various marketing channels in driving conversions
- Skills Used: Python, R, Scikit-learn, A/B testing
- Outcome: Improved marketing ROI by 20% by identifying high-performing channels and optimizing budget allocation

Sentiment Analysis for Brand Monitoring

- Implemented a sentiment analysis tool to evaluate customer feedback on social media and review platforms
- Skills Used: Python, NLTK, BERT, Data Visualization (Tableau)
- Outcome: Enhanced brand reputation management by providing real-time insights and reducing negative sentiment by 30%

Churn Prediction Modeling

- Created a predictive model to identify customers at risk of churning, using historical customer data and machine learning algorithms
- Skills Used: Python, Pandas, TensorFlow, Logistic Regression

- Outcome: Reduced churn rate by 15% through targeted retention strategies based on model insights

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Certifications

CFA Level 2
Chartered Financial Analyst Institute | June 2024

- Advanced knowledge of investment analysis and portfolio management, focusing on asset valuation and financial reporting

Financial Risk Manager (FRM)
Global Association of Risk Professionals | January 2024

- Validated expertise in risk management principles and practices, including market, credit, and operational risk

Google Analytics Individual Qualification
Google | November 2023

- Demonstrated expertise in using Google Analytics to track and analyze website performance, user behavior, and marketing effectiveness

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Academic Projects

Integrated Marketing Communications Strategy Development

- Led a team to create a comprehensive IMC strategy for a local startup
- Conducted market research to identify target demographics and key messaging
- Developed a multi-channel campaign that integrated social media, email marketing, and traditional advertising, resulting in a 30% increase in brand awareness within three months

Market Basket Analysis Using Association Rules

- Developed an analytical model to identify product associations in transaction data
- Utilized the Apriori algorithm to uncover buying patterns.
- Improved cross-selling strategies, resulting in a 15% increase in average transaction value