Yajing(Melody) Tang

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EDUCATION BACKGROUND

The Chinese University of Hong Kong-Master   Sep. 2024—Jul. 2025

Master of Science in Marketing---Big Data Marketing concentration   Hong Kong, China

Coursework: Digital Marketing, Social Media Analytics, Customer Analytics, Pricing Analytics, Machine Learning, Big data Strategy

Shanghai International Studies University-Bachelor   Sep. 2020—Jul. 2024

Bachelor of Arts in German   Shanghai, China

University of Bayreuth-Bachelor (Dual degree)   Sep. 2021—Jul. 2024

Bachelor of Science in Business Administration (Jul. 2023—Mar. 2024 study in Germany)   Shanghai, China & Bayreuth, Germany

INTERNSHIP EXPERIENCE

Colgate Palmolive   *Intern (Analytics & Insights)*   *Hong Kong SAR*   Feb. 2025—Jun. 2025

- Extracted key information from data consulting company reports and developed **"Analytics Guide"** for the APAC team
- Actively involved in conducting quantitative and qualitative **competitor analysis** for more than 10 subbrands across the entire APAC
- Conducted Colgate's promotion and **pricing analysis** for countries and regions in APAC
- Responsible for **pre-processing** tens of thousands of **APAC POS data**, providing critical support to the Customer Development team
- **Collaborated with agency** to develop **Python scripts** to process Colgate's **yearly promotional data**

FrieslandCampina   *Intern (Marketing Department)*   May. 2024—Aug. 2024

- Independently completed the product database of three major online shopping platforms, did **data analysis** and came up with some findings which satisfied and inspired the marketing manager
- Assisted in writing FBIF (Food & Beverage Innovation Forum) speaker preview **video copy, video filming, editing** as well as creating the Forum presentation PowerPoint
- Participated in the entire FBIF exhibition from preparation to review, assisted the global marketing lead from headquarter with the market research, independently completed the **competitor spotting**, and assisted the manager in completing the **trends spotting**
- **Liaised with agencies** to finalize **promotional materials on social media platforms** and **FBIF exhibition venue details**

Avient Corporation *Intern (Marketing Department)*   Jul. 2022—Sep. 2022

- Organized product selection guide of SEM BU in Asia and responsible for the update of the company's **Wechat official account**
- Communicated with **advertising agency** to finalize the promotional materials, and followed up on the progress
- Collected and organized the company's charitable activities' documents in Asian countries, and **contacted** more than 10 local leaders to follow up the progress
- Completed more than 20 English **translations** and proofreadings of the company's exhibition materials, such as product brochures

GLP   *Intern (Marketing Department)*   Jan. 2023—Feb. 2023

- **Translated** product brochures, promotional videos, WeChat official accounts and the official English website of Hidden Mountain Capital
- Performed **desktop research**, conclusion and analysis of market information such as data center

ARK Design   *Intern* (Worked with ARK Design founder and Creative Director Alien Wang Xinlei and his team)   Aug. 2020—Sep. 2020

- Fully participated in the design phase of **the upgrade and optimization project of KFC APP**
- Analyzed customers' comments on KFC APP through **desktop research** and customers' ordering behavior to find out common pain points

PROJECT EXPERIENCE

College Students' Innovative Entrepreneurial Training Plan Program   Oct. 2020—Mar. 2022

University-level "Excellent"   Shanghai, China

Performed **questionnaire design**, **data analysis** and **desktop research** on the development of Chinese cartoon from the audience's cognition

Social Research on Problems of Pet Dog Foster Care and Solutions   Jan. 2018—Dec. 2018

Project leader (The third prize of the 34th Shanghai Youth Science and Technology Innovation Competition)   Shanghai, China

Performed **desktop research**, **qualitative** (field visit, stop interview, focus group interview) and **quantitative** (questionnaire) research

SKILLS, CERTIFICATIONS & OTHERS

IT Skills: Office, Python (Points: 4/4), R, SQL, PS, PR

Languages: English (TOEFL: 98), German (Fluent), Mandarin (Native), Cantonese (Basic)