

LEUNG TAI MING

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Hong Kong
Fresh graduates | Hong Kong | Marketing | 7k-12k



EDUCATION

The Chinese University of Hong Kong QS Top100	Aug 2024 - Oct 2025
Marketing Master Business school	Hong Kong
Related courses: Marketing Management, Market Research (R), Digital Marketing (Python), Big Data Analytics (Python), Machine Learning	
Sun Yat-sen University 985	Sep 2020 - Jun 2024
International business Bachelor Lingnan College	Guangzhou
GPA: 3.7/4.0 Related courses: Python, Consumer Behavior, International Marketing, Supply Chain Management, Database Management, Econometrics	

PROFESSIONAL EXPERIENCE

Shenzhen Jumper Medical Technology Co., Ltd. (medical and health industry)	Jun 2023 - Jun 2024
Data analysis intern Marketing Department	Shenzhen
Data demand satisfaction and sales growth: SQL is used skillfully for data query, Python is used to complete data cleaning and visualization; Combining sales data and production data, accurately predict the market demand trend of products (such as temperature guns), provide decision-making basis for production plan, optimize production capacity planning, and increase sales volume by about 10%;	
Industry analysis and consumer data insight: conduct industry analysis for the "Angel Doctor" brand based on medical service industry data and medical consumer data, and provide data insight for the brand's decision to enter the new regional market; Write 2 industry data analysis reports and feasibility reports to provide data support for "Angel Doctor" to enter the Shandong market in China;	
Marketing material delivery: formulate advertising strategies for "Angel Doctor", use subway advertisements to convert traffic to WeChat subscribers, and produce delivery effect evaluation reports.	
Guotai Junan Securities Co., Ltd. Shenzhen Branch (financial brokerage industry)	Jul 2022 - Oct 2022
Business analysis intern Institutional Clients	Shenzhen
Data processing: Python and Excel are used to process "Fix Income+" fund data, establish fund classification Mapping tables, and use Python to write scripts to classify millions of fund search terms from 2019 to 2021;	
Industry analysis: analyze the medical and health enterprises in the "Fix Income+" fund according to the data report, output the medical and health industry analysis report under the influence of the new crown epidemic, and analyze the stock of the enterprises with wrong estimates to explore the reasons for the change;	
Customer growth and maintenance: to investigate customer concerns, analyze "safety", "profit" and other aspects, produce insight reports, promotional materials and hold fund manager seminars.	
E&Y Huaming Certified Public Accountants Guangzhou Branch (Accounting and Auditing Industry)	Jan 2022 - Mar 2022
Audit interns Audit group	Guangzhou
Data processing and audit: Data processing for Dongchuan Branch of Yunnan Rural Credit Union through SQL, responsible for fixed assets, intangible assets, construction in progress drafts and audits.	
Shanghai Gaodun Education Technology Co., Ltd. (Education Technology Industry)	Jul 2021 - Sep 2021
Marketing intern Marketing Department	Guangzhou
Private domain traffic conversion: participate in organizing and planning 3 Sun Yat-sen University propaganda activities as the person in charge, with a total cumulative traffic of 3000 + and a private domain traffic conversion rate of 20%;	
Brand crisis handling: Be responsible for operating the account number of Little Red Riding Book enterprise, find negative comments and communicate and solve them in time. During his tenure, the number of fans of Red Book increased by about	

500 people.

Community and organizational experiences

Hong Kong, Macao and Taiwan student union of sun yat-sen university

Sep 2021 - Jun 2023

Minister of the Propaganda Department Propaganda Department

Guangzhou

Activity planning and organization: coordinate the work of various departments of the student union, and successively organize large-scale school-level activities such as "Christmas party" and "orienteering", of which the number of participants in orienteering activities exceeds 2000;

Wechat operation: Operate WeChat Public Number of Hong Kong, Macao and Taiwan Student Union, review, edit and push content, report activities, and plan weekly topic selection; 6000 students have paid attention, three active groups of 500 people (internship group, activity group and learning sharing group) were formed through public number tweets.

SKILLS, CERTIFICATIONS & OTHERS

- **Skills:** Data analysis, Python,SQL, analysis report, visualization, PowerPoint,Excel
- **Languages:** Mandarin (native), English (IELTS 7.5,GMAT 700), Cantonese (proficient)