Yidan (Summer) Luo

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CORE STRENGTHS

GTM Execution • Growth & Marketing Analytics • Product & Brand Storytelling • Customer Experience Design • Visual & UX-Driven Marketing • AI & Technical Translation • Data Visualization • Cross-Functional Collaboration

WORK EXPERIENCE

Microsoft AI and IoT Insider Labs   Mar 2022 - Jun 2022
Intern, Marketing Strategy Team   Shanghai, China
- Owned marketing performance tracking across owned and earned channels; built weekly Excel dashboards covering reach, engagement, and lead signals for leadership review.
- Analyzed three months of media and community data (10,000+ interactions) to identify underperforming channels, reallocating effort and driving 12.5% growth in audience acquisition.
- Led competitive and market positioning analysis across 4 major AI & IoT platforms, mapping feature differentiation, pricing signals, and target segments to support GTM planning.
- Partnered with 5+ engineers and product managers to translate technical AI initiatives into customer-ready case stories used in demos, decks, and partner outreach.
- Planned and executed AI & IoT innovation events, including an online industry forum and an on-site workshop showcasing real-world use cases.

MasterCraft Boat Company   Jan 2024 - May 2024
Marketing Analytics Consultant (Contract)   *Durham*, USA
- Built the sales intelligence system combining internal sales and model data with external geographic and economic signals, enabling sales, operations, and dealerships to align forecasting, inventory, and production planning.
- Trained predictive models that surfaced customer segments and regional demand trends, improving forecast accuracy by ~18%.
- Extended insights across sales, logistics, manufacturing, and dealer teams, accelerating cross-team planning cycles and driving more coordinated execution.

Pharmaceutical Company   Oct 2022 - Dec 2022
GTM & Positioning Analytics Consultant (Contract)   *Remote*
- Conducted competitive benchmarking and market analysis to inform go-to-market strategy and customer targeting.
- Built KPI dashboards linking operational constraints with marketing and positioning decisions.

Fosun International Limited (Ranked #459 in the 2021 Forbes Global 2000 List)   May 2021 - Aug 2021
Intern, Brand Marketing Team of Hotel and Resort Management   Shanghai, China
- Executed GTM support for a new hotel launch, producing campaign assets that generated 20,000+ qualified views.
- Coordinated cross-functionally (marketing, ops, partners) to deliver a high-visibility launch event, maximizing early demand and media exposure.
- Conducted customer and competitor research to align messaging with buyer expectations and conversion goals.

Particle Media Inc.   May 2020 - Aug 2021
Digital Marketing & Content Intern   Wuhan, China
- Designed and updated website pages for a car dealership client serving 3,000+ monthly visitors, improving content structure and reducing bounce rate by an estimated 15%.
- Authored a data-informed automotive comparison case study reviewing 3 popular car models for first-time buyers in China, helping simplify purchase decisions.
- Translated technical vehicle features into clear, customer-friendly language to build buyer trust and engagement.

EDUCATION

Duke University, the Fuqua School of Business, Durham, USA   May 2024
Master of Science in Quantitative Management: Business Analytics, Marketing Track   GPA 3.5/4

Duke University/Duke Kunshan University, Durham, USA/Kunshan, China   May 2022
Bachelor of Fine Arts in Media & Arts: Creative Practice Track   GPA 3.75/4