

YAO Ruibing

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EDUCATION

- **Macau University of Science and Technology** 09/2022-06/2026
Major: Bachelor of Management in Marketing
GPA: 3.56/4.0
Core Modules: pending update, etc.

INTERNSHIP EXPERIENCE

- **Lingwoda (Shenzhen) Internet of Things Technology Co., Ltd.** 06/2025-Present
Position: Intern, Marketing Research Department
 - **Market Research and Strategy Analysis:** Conducted comprehensive research on Southeast Asian export markets and analyzed consumer trends, competitive landscapes, and regulatory requirements to identify growth opportunities. Developed market entry assessments covering pricing strategies, distribution channels, and compliance frameworks for 5+ product categories.
 - **Compliance and Risk Analysis:** Regularly tracked legal and regulatory developments in areas such as import/export, advertising standards, and digital marketing platforms across target countries. Contributed to the development of the Southeast Asia Market Compliance Handbook, strengthening the company's cross-border marketing risk awareness.
 - **Survey Design and Insight Reporting:** Designed and implemented periodic research projects in response to brand team needs, including survey and interview frameworks. Led both online and offline data collection and analysis, producing actionable feasibility reports to inform decision-making.
 - **Cross-Functional Collaboration and Localization:** Worked closely with sales, legal, and design teams to support regional brand localization initiatives. Provided tailored marketing content suggestions to enhance audience receptivity and improve conversion rates.
- **Oversea Chinese Fund Management Co., Ltd.** 07/2023-08/2023
Position: Intern, Family Office Department
 - **Event Planning and Execution:**
 - Assisted in organizing the "Young Numismatist" family activity, managing guest registration, venue setup, and interactive sessions. Designed coin-identification games to engage children while strategically directing parents to product displays, enhancing brand engagement.
 - Contributed to the planning and on-site execution of a 300+ person movie screening event. Independently proposed a pre-screening museum tour for parents and children to introduce the company's history and offerings, reinforcing brand image through educational storytelling.
 - **Market Research and Client Insights:** Conducted surveys targeting HNW families to analyze preferences for financial education activities, optimizing future events to achieve higher conversion.
 - **Effect Evaluation and Feedback Collection:** Collected participant feedback and compiled evaluation reports, providing strategic insights on user behavior and engagement patterns to inform future marketing campaigns and improve activation strategies.

VOLUNTEER EXPERIENCE

- **Off-campus Meal Delivery Volunteer Activity** 03/2025-04/2025
Position: Member
 - **Research and Problem Identification:** Conducted on-the-ground analysis during a volunteer-based meal delivery program and identified key operational challenges such as low volunteer retention, outdated communication flows, and unstable fundraising models.
 - **Design of Incentive Mechanism:** Developed a structured volunteer engagement framework "Volunteer Growth Plan", introducing monthly recognition schemes to foster motivation and organizational cohesion.
 - **Tool and Activity Innovation:** Leveraged WeChat mini-program functionality to implement digital check-in and gamified incentives (e.g., blind box lotteries), forming a "public interest + engagement marketing" loop to attract younger participants and stimulate micro-donations.
 - **Communication Content Creation:** Scripted and independently produced a micro-documentary to showcase service impact and enhance brand visibility.

EXTRACURRICULAR EXPERIENCE

- **2024 Chinese Marketing Association of University Annual Conference** 07/2024
Position: Auditor
- **China Marketing International Conference 2024** 07/2024
Position: Auditor

SKILLS & INTERESTS

- **Language Skills:** Chinese (Native), English (CET4&CET6, IELTS-7.0)
- **Computer Skills:** MS Office (Word, Excel, PowerPoint), etc.
- **Interests:** Photography, Traveling, Playing games