

Victor Sun

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EDUCATION

University of Oregon, Lundquist College of Business

Sep 2024 – May 2026 (Expected)

MS Sports Product Management

Portland, OR

- Coursework: Consumer Research, Product Line Management, Design Thinking, Branding

The Chinese University of Hong Kong, Shenzhen

Sep 2020 – May 2024

BA in Data Science and Big Data Technology

Shenzhen, CN

- Coursework: Big Data Marketing, Supply Chain Management, Machine Learning, Networked Life

WORK EXPERIENCE

Tencent

Jun 2024 - Present

NBA Commentator & Field Reporter

Portland, OR

- Insider on the Trail Blazers, provided in-depth game analysis and cover behind the scenes content for Tencent Sport. Bridged the team and Chinese audience, generating 1.5 million+ views of media content in the opening week of the 2025 season.

Product Operation Intern

Beijing, CN

- Developed and executed a media strategy for the Paris Olympics, leveraging local user insights to drive topic planning and engagement. Increased DAU to 2 million and produced 100+ curated posts, generating 160 million+ views.
- Implemented a malicious comment filtering strategy based on user and product research, collaborating with engineering to fine-tune the LLM for harmful content classification. Improved classification accuracy by 32%.
- Enhanced membership activation by designed an interactive live-stream feature for the Tencent Sport app, informed by consumer insights and competitive analysis. Increased user retention by 15% during the NBA Summer League, driving a 7% growth in paid memberships.

NIKE

Mar 2023 - Oct 2023

Marketing Intern – Athletes Marketing

Shanghai, CN

- Led event planning and execution for the Giannis Tour, serving as the main point of contact between brand functions. Managed a 300-page briefing book and bridged cultural understanding between the global and Giannis' teams through on-site support and storytelling.
- Led athletes seeding and managed their social media exposure for multiple campaigns, utilizing the insight of local consumers to create brand strategies and influencer briefs. Achieved 50 million+ media impressions and achieved 73% product sell-through rate within three weeks of YI Gel Pack launch. Supported Yi's fans' long-term member loyalty.
- Increased brand awareness through the Chinese basketball national team during the FIBA World Cup and Asian Games. Facilitated content capture and output by engaging in on-the-spot communication with athletes during Media Day, achieving significant product promotion through customized equipment and well-coordinated scheduling to meet athletes' preferences.
- Developed portfolios for 20+ elite high school athletes, analyzing 50+ videos to assess personality, on-court performance, and brand alignment. These insights supported athlete selection for regional and national campaigns and future brand strategic of next generation of talent.

Apartsa

Mar 2022 - June 2023

Co-Founder / Product Manager

Shenzhen, CN

- Co-founded the campus organization to bridge the information gap, developing digital platforms that provided valuable services and increased access to internship and job opportunities in school, impacting over 10,000 students and creating significant value for the campus community.
- Led an 8-person team in developing an intern's toolkit, providing mentorship, fostering a collaborative environment and built a high-performing team that fostered 2 apps in 4 months – earning the 'Best Entrepreneurship Organization' campus award.
- Applied design thinking to develop the 'Graduation Yearbook' app, inspired by the classic physical yearbook, allowing users to digitally capture memories and engage through comments. Conducted user research and iterative testing to ensure an intuitive user experience, resulting in over 50,000 users within the first month of launch.

PROJECT

Social Media Influencer | WeChat Video

Jul 2024 - Present

Independent Creator

Beijing, CN

- Grew the WeChat Video account to 1.19 million+ views, 28,000+ engagements, and 1,000+ followers within two months by producing original, data-driven content centered around the Dallas Mavericks. Differentiated the account from similar fan pages by offering unique analysis and high-quality visuals.
- Invited as a media representative for the Jordan Family Tour and Anta Kyrie China Tour, creating exclusive content that generated 1 million+ brand and athlete exposures.
- Delivered live event coverage and exclusive insights for sports brand, boosting follower engagement by 30%.

SKILLS

- Office: Microsoft Office, Keynote, Photoshop, PR, Figma, Python, Java
- Languages: English (Fluent), Cantonese and Mandarin (Native)