WEI Qiyue

(86)18361098171 | weiqiyue2002@163.com

EDUCATION

The Chinese University of Hongkong	**QS 36**	**Hongkong, China**
Master of Science in Marketing	*Track: big data marketing*	Aug.2024-Nov.2025
Soochow University	**Project 211**	**Suzhou, China**
Bachelor of Management in Accounting		Sep.2020-Jun.2024

INTERNSHIP

Nissan (China) Investment Co., LTD.   **Suzhou, China**

Marketing Intern   Nov.2023-May.2024

- Market Analysis: Established a financial model based on established data from market research and reasonable assumptions to predict the platform's operating profit for the next decade.

- Data Analysis: Utilized tools such as PivotTables to analyze backend operation data, and after proposing optimization suggestions, the weekly order cancellation rate decreased by 18%.

- Business Planning: Drafted and promoted new departmental businesses, such as intelligent parking lot planning, autonomous driving route design, and private domain operation.

- Media Placement Support: Participated in the production and review of advertisements on various platforms, collaborated with Xiaohongshu influencers to generate UGC, and tracked traffic and push effectiveness.

- Gift Procurement: Planned the functions of the department's IP - image intelligent Bluetooth speaker, and through negotiations with suppliers, reduced the procurement cost by 15%.

Suya Jincheng CPA LLP.   **Yancheng, China**

Audit Intern   Jan.2023-Mar.2023

- Participated in the year - end audits of various companies in 2022. Using the VLOOKUP function and PivotTable function in Excel, sorted out nearly 8,000 account data by time and subject, and completed the initial draft of the expense audit.

Audit Center of Yannan High-Tech Zone   **Yancheng, China**

Audit Intern   Jun.2022-Aug.2022

- Participated in audit projects supporting manufacturing enterprises in Yannan High-Tech Zone, responsible for the collection of relevant audit data, and engaged in random check of vouchers, inventory counting and other auxiliary work.

PROJECTS

IMC Design: HBAF   Leader   Dec.2024-Feb.2025

- Integrated multi - channels online (Weibo, mini - programs) and offline (subway advertisements, Buffer Bus activities) to cover the multi - scenario touch - points of target users.

- Designed the script for life - themed advertising videos to meet the placement requirements of social platforms and offline media; designed the framework of the WeChat mini - program, planned the reward redemption process with points; developed the traffic - attracting logic for the offline "Buffer Bus" activity.

- Developed a KPI system including GRP and brand awareness improvement based on the Ostrow model, and proposed AB testing to optimize advertising materials.

Choice Model Analysis: Freshippo   Individual project   Jan.2025-Feb2025

- Designed and implemented focus groups and questionnaires for qualitative and quantitative analysis, collected user requirements, and identified user preferences for different platform attributes.
- Conducted conjoint analysis using Sawtooth, quantified user preferences for different attributes, and estimated the current market shares of Freshippo and its competitors based on this; proposed suggestions to optimize delivery speed and lower the free - delivery threshold, and predicted that the market share would increase by 22.9% and 30.85% respectively after the improvements.

Digital Marketing Analysis: Jellycat   Team member   Oct.2024-Nov.2024

- Deconstructed the user purchase journey using the funnel model to determine the corresponding digital marketing channels for subsequent analysis.
- SEM: Conducted indicator analysis using Spy Fu and SEMrush to optimize SEO and paid search for enhanced target - positioning strategies.
- SMM: Created word clouds, analyzed the repost, like, and comment situations of official accounts' content and UGC on various platforms, understood relevant marketing activities, and analyzed their effectiveness.

PART OF AWARDS

- Recipient of Second-Class Scholarship for 2 consecutive years awarded by Soochow University
- Secured Third Prize of National English Competition for College Students
- Secured Merit Students for 3 consecutive years awarded by Soochow University

ADDITIONAL

- IETLS 7, CET-6 601
- Gmat 700
- Programming language: Python, R, Microsoft Office (Excel, Word, PowerPoint)