

YANG Xi

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EDUCATION

The Chinese University of Hong Kong (QS 36)

08/2024 – 10/2025

MSc in Big Data Marketing

Courses: Marketing Management, Digital Marketing, Organizational Marketing, Marketing Analytics, Customer Analysis, Social Media Analysis, Intelligent Algorithms, Big Data Strategy, Business Negotiation

Australian National University (QS 30)

02/2021-11/2023

Bachelor of Commerce

Major: Marketing, GPA: 70.35/100

Courses: Marketing Research, Consumer Behaviour, E-Marketing, Strategic Marketing, Management, People and Organisations, Export Business Planning

RESEARCH EXPERIENCES

QQ Music Advertising Reward Ecosystem Optimization

12/2024 – 03/2025

- Conducted data analysis to identify six key variables impacting CTR and built multiple linear regression models to uncover significant influencing factors. Verified the "high CTR trap" phenomenon and quantified the moderating effects of anti-fraud strategies.
- Collected and analyzed 300+ user surveys, using K-means clustering to segment users by behavior and demographic characteristics into four distinct groups, and developed targeted strategies for each segment.
- Proposed precise anti-fraud tactics for high-fraud users (e.g., enforced watch durations and cumulative reward mechanisms). Enhanced ad quality and user experience through optimized ad placement (e.g., non-intrusive ads, layered review processes, dynamic ad duration, and pop-up optimization) to reduce user resistance and improve conversion rates.

Ponpon Lab & 4Tea Dual-Brand Full-Cycle Incubation Aug

08/2024 – 11/2024

- Spearheaded the 0-to-1 strategic incubation of "4Tea Healthy Tea" and "Ponpon Lab Stress-Relief Desserts" brands. Developed differentiated value propositions and marketing matrices across platforms (Douyin KOL ecosystems, WeChat private traffic strategies, and O2O immersive touchpoints) leveraging STP, 4P, and CBBE brand equity frameworks.
- Designed immersive experiences (e.g., transparent tea garden live-streaming, interactive memory foam installations in subway spaces) and implemented data-driven optimizations (A/B testing, UGC ecosystem) to strengthen brand resonance and drive GMV growth.

ANU International Business Plan (IBP) Competition

07/2023-11/2023

- Set team meeting schedules and organize meetings to brainstorm on the topic of providing an international business plan for the client Tiparra, an Australian technology enterprise
- Participate in conducting PEST, competitive, and SWOT analyses and formulating short-term and long-term strategies, positioning strategy, product and branding strategy, distributing strategy, and communicating strategy
- Monitor overall working progress, take minutes of meetings, and interact with other team members to understand their progress in completing different tasks
- Take charge of contacting the client to inform the client of the working progress and respond to potential inquiries

University-Enterprise Cooperation Program (Group)

07/2021-10/2021

Assistant; Supervised by Dr. Patrick L'Espoir Decosta

- Collected data through questionnaires and snowball sampling etc., proposed feasible solutions for our customer **Tech-launcher** in terms of expanding influence, promoting popularity, and increasing engagement
- Used Statistical Package for the Social Sciences (SPSS) to analyze data; completed the conclusion and recommendation part of the report provided to clients

INTERNSHIPS

Shenzhen Refond Optoelectronics Co., Ltd.

03/2024 – 07/2024

Overseas Marketing Intern

- Managed LinkedIn and Instagram company accounts, developing content aligned with product positioning and

curating the “Mini LED Technology Revealed” series, resulting in a 10%+ increase in followers and shares by semiconductor industry KOLs

- Coordinated with 50+ overseas tech influencers (YouTube/Instagram), building a collaboration shortlist and supporting over 10 KOL partnerships
- Led visual materials for international client visits, adapting English product manuals, and designing custom welcome screens using CorelDRAW/Photoshop, supporting 11 international visits

Foshan Lighting Co., Ltd

11/2022-02/2023

Marketing Coordinator

- Supported integrated lighting marketing solutions for key accounts, contributing to Huawei ecosystem partnerships, analyzing competitor pricing strategies, and creating standardized product presentations
- Conducted competitor benchmarking for 5G smart light poles and environmental monitoring, supporting successful project implementation and sharing reusable best practices
- Proposed content strategies for Douyin’s official account (e.g., factory tours and technical interviews), writing scripts and participating in shoots, doubling video viewership

NVC Lighting Co., Ltd (Huizhou)

04/2022-07/2022

Intern in Digital Platform Operations

- Managed Douyin marketing for home lighting products, analyzing target audiences and creating themed campaigns such as “Perfect Gifts” and “Ambient Lighting,” achieving top video views of 220,000+ and a 15% follower increase
- Co-led a Weibo campaign (#EnvisionFutureDesign, EmbraceHealthyLife#) in collaboration with 12 brands, generating 300,000+ impressions
- Contributed to the full-cycle IP marketing for the “NVC x Line Friends” collaboration series, proposing animated product images for Taobao, resulting in the series becoming a top-3 best-seller
- Conducted competitive analysis for e-commerce (including Oppl and Philips) and drafted differentiated copywriting (e.g., “flicker-free eye protection”), increasing conversion rates by 12%

EXTRACURRICULAR ACTIVITIES

E-Commerce Live Streaming Training Conference Held by Hunan Doudian Cultural Media Co., Ltd

06/2023

Volunteer

- Assisted the organizer in preparing for the event, including venue layout, material preparation, and volunteer recruitment
- Was responsible for providing on-site service and support, such as guiding participants, answering questions, and distributing materials

Hongkong International Lighting Fair (Spring Edition)

04/2023

Participant

- Conducted planning and preparation before the exhibition for **Chengxi Lighting Co., Ltd**, including determining exhibition products, contacting and supervising the engineering department to make exhibition samples, and designing the booth

Additional Information

- Languages: Mandarin (Native), Cantonese (Advanced), English (Advanced)
- Computer Literacy: Proficient in using Office Word, Excel, and PowerPoint; Mastery of using IBM SPSS Statistics for data processing, data visualization and statistical analysis; Basic in Photoshop and Premiere Pro
- Hobbies: Reading, Photographing, Taking video blog