

Ziyi Zoe WANG

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A result-oriented MSc Marketing student at The Chinese University of Hong Kong (2024-2025), leveraging hands-on experience in digital marketing, data analytics, and omnichannel campaign execution across top-tier platforms (Meituan, POIZON, Kotex). Passionate about transforming market insights into actionable strategies.

EDUCATION

The Chinese University of Hong Kong (CUHK) <i>MSc in Marketing</i>	Hong Kong Aug 2024 - Nov 2025
Communication University of China (CUC) <i>BEcon in International Economics and Trade</i>	Beijing Sep 2019 - Jun 2023

INTERNSHIP EXPERIENCE

Meituan <i>Campaign & Product Operations Intern</i>	Shanghai 2024.04 - 2024.07
<ul style="list-style-type: none">• Spearheaded 50% merchant acquisition for "Must-Eat Festival," exceeding KPIs by 110% via IVR/SMS campaigns and SQL-driven data review.• Designed a tiered interview framework for 152 merchants, improving retention rate by 12.8%.• Created concepts for the new product with 20% utilization rate. Executed holiday campaigns (e.g., Dragon Boat Festival) targeting 60k+ merchants, achieving 2M+ exposure.	
POIZON (DEWU) <i>Luxury & Sport Operations Intern</i>	Shanghai 2024.01 - 2024.04
<ul style="list-style-type: none">• Onboarded 58 premium brands (e.g., Arc'teryx, lululemon), optimizing product listings to lift 7-day GMV by up to 280%.• Daily interfaced with 10+ merchants, managed 35 product listings/optimizations per day, and enhanced merchant product vitality by 17.28% through data-driven pricing adjustments and SKU refinements.• Led merchants to sign up for 6 high-impact promotional events, increasing merchant participation by 40%.	
Kotex, Kimberly-Clark (China) CO., Ltd <i>Marketing Intern</i>	Shanghai 2023.09 - 2024.01
<ul style="list-style-type: none">• Orchestrated D11/Christmas campaigns across 5 O2O platforms, boosting brand search volume by 35%.• Drove 16-SKU product upgrades through competitor benchmarking and consumer testing, driving sales to 120% in the first month of new product launch.• Responsible for the supplier and CRM system, using Nielsen to complete the Q3 business tracking in 2023.	

CAMPUS EXPERIENCE

Student Union in School of Economics and Management <i>Head, Promotion Department</i>	Beijing, China Sep 2019 - Jun 2021
<ul style="list-style-type: none">• Designed posters and brochures with Photoshop and school magazine with InDesign, wrote on average 30+ articles each year with over 6,000 reads.• Planned and executed the academy's "Breathe" three-line poem event as an activity leader.	

SKILLS & INTERESTS

Language Skills	English (Business Fluency), IELTS 7.0, Mandarin (Native)
Technical Skills	Python, R, STATA, Photoshop, InDesign
Personal Interests	Hiking, Fitness