

Clara Lu

Contact Information

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- **Location:** Hong Kong SAR

Professional Summary

Data-driven marketing analyst with 3+ years of experience transforming customer and campaign data into actionable insights. Skilled in influencer performance tracking, segmentation analysis, and digital campaign optimization. Adept in Python, SQL, Tableau, and marketing tools such as Google Analytics and Meta Business Suite. Eager to contribute to a data-informed marketing team and grow in a fast-paced environment.

Work Experience

Marketing Data Analyst, NovaGlow Cosmetics

- March 2025 - Present
- Built dashboards to track influencer ROI, reallocating 20% of budget to higher-converting partners.
- Conducted customer segmentation using cohort analysis to personalize CRM campaigns.
- Collaborated with content and product teams to A/B test landing pages for new product launches.
- Analyzed hashtag trends on Xiaohongshu and Instagram using Python for launch positioning.

Marketing Associate, Trendora E-commerce

- January 2021 - June 2023
- Managed daily operations of TikTok and affiliate marketing programs in SEA markets.
- Produced monthly analytics reports from Shopify and Google Analytics to evaluate performance.
- Conducted competitor audits and supported SEO/SEM content strategies.
- Initiated a social media benchmarking project that informed seasonal campaign adjustments.

Education

Master of Science in Marketing

- Chinese University of Hong Kong
- September 2024 - June 2025 - GPA: 3.9/4.0 - Relevant Coursework:

Marketing Analytics, Advanced Machine Learning, Deep Learning, Natural Language Processing, Data Visualization, Statistical Methods for Data Science, Big Data Analytics

Bachelor of Commerce, Marketing Major

- Hong Kong Polytechnic University
- September 2019 - June 2023
- GPA: 3.8/4.0
- Relevant Coursework: Financial Accounting, Marketing Management, Business Communication, International Business

Skills

- **Programming & Tools:** Python, SQL, Excel, Google Sheets
- **Data Analysis:** pandas, seaborn, matplotlib, A/B Testing, Cohort Analysis
- **Marketing Analytics:** Google Analytics, Meta Business Suite, Klaviyo, Shopify
- **Visualization:** Tableau, Looker Studio, PowerPoint
- **CRM & Campaigns:** Email Automation, UTM Tracking, Segmentation Strategy
- **Statistical Techniques:** Hypothesis Testing, Regression, Customer Clustering
- **Soft Skills:** Communication, Collaboration, Analytical Thinking, Adaptability

Certifications

Google Data Analytics Certificate

Coursera | October 2021

Developed hands-on skills in data cleaning, visualization, and analysis using tools such as Excel, SQL, and R.

Meta Certified Digital Marketing Associate

Meta (Facebook) | August 2021

Certified understanding of foundational digital marketing concepts including ad creation, performance tracking, and audience targeting on Meta platforms.

Tableau Desktop Specialist

Tableau | June 2021

Demonstrated ability to connect data sources, create interactive dashboards, and apply basic analytics in Tableau.

Projects

Influencer Performance Dashboard

- Built an interactive dashboard to evaluate ROI of influencer campaigns across Instagram and TikTok.
- Enabled data-driven KOL selection, improving campaign conversion rates

by 18%.

- Skills: Python, Pandas, Plotly, Google Sheets API

Social Media Sentiment Analysis for Product Launch

- Scraped and analyzed Xiaohongshu posts to assess public sentiment during a skincare launch.

- Identified top concerns and adjusted messaging, resulting in 1.6x higher engagement.

- Skills: Python, BeautifulSoup, TextBlob, Seaborn

Email Campaign Optimization with A/B Testing

- Analyzed open rates, CTR, and conversions for email variants.

- Improved overall conversion rate by 22% through CTA and subject line experimentation.

- Skills: SQL, Excel, Google Analytics, Tableau

Languages

- **English:** Fluent
- **Mandarin:** Native
- **Cantonese:** Conversational

Interests

- Beauty tech & consumer AI tools
- Data storytelling & dashboards
- K-pop marketing case studies
- Café-hopping & city photography