何泳妍 Claudia

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EDUCATION

The Chinese University of Hong Kong (CUHK)　　　　Aug 2024 - Nov 2025
MSc in Marketing

Sun Yat-sen University (SYSU) 985　　　　Sep 2020 - Jun 2024
BBA in Tourism Management

PROFESSIONAL EXPERIENCE

RedNote (Xiaohongshu)　　　　May 2023 - Aug 2023
Business planning intern Department of Commerce　　　　Guangzhou

- Developed industry playbooks, tracking market trends and analyzing backend search data to gain insights into consumer behaviors and product categories. Refined reports on oral care, anti-aging, and seasonal skincare to highlight key trends and boost advertising conversions.
- Optimized marketing strategies and product placement using past campaign data, tailoring solutions like Splash Ads and Feed Ads for merchants. Provided data-driven content placement recommendations to drive product virality.
- Tracked competitor and internal brand performance to support promotional campaigns, collaborating with clients during the 618 Shopping Festival. Delivered strategic insights for brands such as Olay, Mentholatum, and Haleon, optimizing product positioning and promotions.

Didi Chuxing　　　　Nov 2022 - Feb 2023
Data Operations Intern Two-wheeler division　　　　Guangzhou

- Assisted in the logical construction and data updates for the G-end two-wheeler launch, quickly expanding into 120 cities across the southern four major war zones. Generated business analysis and weekly reports to support decision-making at the central station.
- Supported the expansion into new cities, establishing a supervision mechanism to track product launch progress. Helped G-side headquarters oversee city managers in meeting government visit targets and launching electric vehicles in new cities.
- Allocated cycling cards, tracked product performance, and organized local activities to enhance brand influence and consumer engagement. Supported cities in increasing investment and ensuring financial health through efficient operations.

SAIC Chase　　　　Jul 2022 - Oct 2022
Marketing intern RV and New Retail Division　　　　Shanghai

- Planned and executed activities to expand product influence, focusing on consumers' desire for RV lifestyles. Developed the "cool between mountains and seas" campaign, leveraging RV owners to share travel experiences. The campaign gained 2194 views, 18,000 mini-program visits, and 3310 new users, enhancing brand influence and product use.
  Launched internal activities for Outdoor Life Experience Officers to maintain product vitality. Created a level and benefits system for RV owners, using their loyalty to encourage frequent recommendations within social circles and engage potential customers. This initiative generated 300 inquiries and 12 deals in the first month.

PROJECT EXPERIENCE

Agoda rebrand IMC plan　　　　Nov 2024 - Feb 2025
core members　　　　Hong Kong

- Conducted in-depth research on Agoda's brand trust crisis in the Chinese market, gathering industry and public opinion data. Performed SWOT analysis and competitor comparison to identify pain points like refund difficulties, order confirmation issues, and price opacity.
- Led KOL-driven marketing on platforms like Douyin and Little Red Book, creating a "Then vs. Now" narrative strategy. Used product recommendation videos and real user experience sharing to enhance brand trust and optimize user perception.
- Leveraged AI to redesign Agoda's brand image, creating viral video ads and social media placements. Optimized ad copy based on consumer behavior to increase exposure and influence.
- Used A/B testing and KPI tracking to assess ad performance (CTR, interaction rates, social media brand sentiment) and optimized platform strategies to maximize GRPs.

SKILLS AND OTHERS

- **Content creation and marketing:** Copywriting, Community Operations, Event Planning, PR & Jianying (Video Editing and Image Editing)
- **Data Analysis Tools :** Python, SPSS, and SQL (Data Scraping, Analysis, and Visualization), MS Office, Moqups
- **Languages:** Cantonese (native); English (fluent, IELTS 7); Korean (beginner)
- **AIGC:** ChatGPT (Daily Use), Jiemeng (Image Production), Tongyi Tingwu (Audio Analysis), Cursor (Code Writing), Coze (Workflow Creation)
- **Design and editing:** PR, Capcut