

QINGYU CAO

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EDUCATION

The New School - Parsons School of Design
Master's, Design and Technology

August 2022 - May 2024
GPA: 3.77

University of Florida
Bachelor's, Digital Arts and Sciences

- Minor in Computer Science and Engineering

August 2018 - May 2022
GPA: 3.8

WORK EXPERIENCE

Forestar Technology
Ecommerce Operation Specialist

New York, NY, USA
February 2025 - Present

- Managed TikTok Shop ecommerce operations, assisted livestream events in a fast paced environment, and optimized marketing and sales strategies to improve customer satisfaction and operational efficiency.
- Designed livestream visual layout tailored for mobile devices, aligned with promotional goals and product priorities. Optimized user experience and retention through iteration.
- Researched industry trends and best practices to improve customer engagement, and contributed to livestream script design and digital layouts.

We Independent (NGO)
Video Content Editor

Remote
December 2024 - Present

- Edited educational event recordings and podcast videos into clear, audience-friendly pieces for a learning community of U.S. dependent-visa holders; shaped narrative flow and on-screen callouts to spotlight key takeaways, mental-health talks, and practical resources.
- Produced thumbnails/cover art, titles, descriptions & show notes across owned channels (web + social/podcast), coordinating cross-time-zone schedules to ship weekly.

CHC Fashion Group
Project Coordinator

New York, NY, USA
September 2024 - December 2024

- Worked closely with internal teams and brand partners to develop and execute livestream strategies, marketing campaigns, and visual merchandising plans.
- Collaborated with brand partners to oversee project timelines and ensure milestones are met, including the initiation and growth of TikTok brand accounts and live-streaming operations.
- Provided exceptional client support in a fast-paced, dynamic environment by preparing meeting materials, managing schedules, and presenting reports to brand partners.

Nap York
Multimedia Design & Marketing Coordinator Intern

New York, NY, USA
March 2024 - May 2024

- Created weekly social media content (Facebook/Instagram/TikTok) for New York local chain of hotels in order to reach 25-54 years old audience to market for hotel services & events.
- Collaborated with cross-functional teams to analyze market trends and customer behavior, contributing to data-driven marketing strategies.

Alibaba Group
Product Manager & Marketing Coordinator

Remote
December 2020 - May 2022

- Spearheaded and lead partnerships with art studios to commercialize artistic works into market-aligned products, overseeing the full cycle from artist selection to product development.
- Coordinated with designers, factories, and manufacturing partners to ensure product quality, timely delivery, and cost control.
- Boosted product visibility and sales through effective marketing strategies and tailored customer service for the Gen Z audience.

SKILLS

Skills: Leadership, Entrepreneurship, e-Commerce, Communications, Client Support, Problem Solving, Digital Marketing, Time Management, Social Media Operation, Python, HTML/CSS, Adobe Creative Suite, Graphic Design, CMS (WordPress, Webflow), UI/UX Design

Languages: Mandarin, English