

Siyan Peng (Cynthia)

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Education Background

The Chinese University of Hong Kong

Hong Kong SAR, China

Master of Science in Marketing (Big Data track)

Aug. 2024-Jul. 2025

- **Related Courses:** Digital Marketing, Big Data Strategy, Marketing Research, Marketing Analytics, Buyer behavior, Pricing Analytics, Strategic Brand Management, Customer Analytics, Social Media Analytics, Machine Learning in Marketing

University of International Business and Economics

Beijing, China

Bachelor of Arts in Business English (Minor in International economics and trade)

Sept. 2020-Jun. 2024

- **Related Courses:** Integrated Business English, Media Marketing, Global Marketing, Journalism and Communication Ethics

Internship Experiences

Burson

Beijing, China

Public Relations Intern, Corporate Communications and Public Affairs Group

Mar. 2024-Jun. 2024

- Conducted passage writing and layout for ENZ (Education New Zealand)'s Wechat account, including alumni stories, single-sex schools, New Zealand 's highly-ranking subjects and other contents, attracting **100+** fans for the account, praised by the client.
- Wrote the New Zealand education industry weekly report on education field, New Zealand news reported domestically and industry competitors. Recorded consumer interaction and ensured the source authority and data accuracy.

Interone CHINA

Beijing, China

Account Executive Intern, BMW Group

Jul. 2023-Oct. 2023

- Revised and integrated official website content for BMW's new products, communicated with clients to make required modifications, and collaborated with the Creative Department to modify images and text. Successfully helped update new material onto the website.
- Conducted consumer interaction analysis on KOC advertising for competitor high-end car brands such as Rolls-Royce and Mercedes-Benz on platforms including Douyin and RedNote. Compiled the findings into reports for the client's reference.

Schneider Electric

Beijing, China

Segment Marketing Intern

Feb. 2023-Jun. 2023

- Supported pre-development marketing research for low-voltage power distribution China (LVC) marketing department, drafting overview on aviation oil, aircraft manufacturing and other industries, and reported individually to partner team.
- Conducted event support by creating and proofreading PowerPoint reports, writing speech drafts and checking the official translation.

Singapore YISIN Consulting

Remote

Brand Strategy Consulting Intern

May 2022-Aug. 2022

- Carried out brand dynamics and consumer interaction analysis of leading brands in plant protein drinks on RedNote and formed weekly reports, and summarized findings into an operation document, on average over 6 items per week.
- Participated in Lolo's RedNote and Zhihu official account copywriting, poster creation and other activities, producing with an average of over **4** articles per week, over **50%** of which are adopted officially by the account.

Campus Experiences

Student Career Development Center & Student Academic Research Development Center

Beijing, China

Coordinator for 2 centers simultaneously

Sept. 2020-Sept. 2021

- Contacted tutors and students for **2** academic courses throughout the whole semester
- Hosted **2** career development lectures, receiving **hundreds of** listeners, and rated as an excellent coordinator every semester

Professional Skills

Language skills: IELTS 7.5 (8.5/8.5/6.5/7) , TEM-8 80, TEM-4 82, GRE 320 Computer skills: Microsoft 365; CapCut; Python; Trac