

YIFEI CHEN

Tuebingen, DE | devychen@outlook.com | +49 159-0630-2489 | Github: <https://github.com/devychen>.

Interests: Games, Kendo (A Japanese martial art), Original Soundtracks of game products, Hiking

Languages: Chinese (Native), English (Fluent), Japanese (JLPT N2), German (Beginner)

SKILLSETS

Professional Skills: Mobile game marketing, Creative content production

Research Skills: Quantitative and qualitative data analysis for user research

Programming Languages: Java, Python

EDUCATION

University of Tübingen

M.A. in Computational Linguistics

Tübingen, DE

Apr 2023 – Now

Core Modules: Data Structure and Algorithms; Statistical Language Processing; Linear Algebra; LLMs: implications for linguistics, cognitive science and society; Understanding LLMs; AI in Education.

University of Oxford

M.Sc. in Sociology

Oxford, UK

Oct 2018 – Nov 2019

Core Modules: Statistical Methods; Advanced Quantitative Methods; Online Social Networks;

University of Manchester

B.A. in Linguistics and Sociology

Manchester, UK

Sep 2015 – Jun 2018

Core Modules: Quantitative Methods; Social Network Analysis; Application of Social Networks;

PROFESSIONAL EXPERIENCE

ByteDance **Known as the parent company of TikTok*

Mobile Game Publishing

Shenzhen, China

06, 2020 – 06, 2022

- Enhanced marketing performance attribution by collaborating with data analysis and software development teams to create a multidimensional attribution system, visualised on the internal BI dashboard.
- Spearheaded the development of the external partnerships sector, establishing over 50 new partnerships, and fostering interdepartmental cooperation.
- Led game distribution efforts, managing external collaborations for titles like *Ragnarok X: Next Generation* and *Eden no Tobira* across Asia market including Hong Kong, Macao, Taiwan, Japan, and Southeast Asia. Partners included local mobile payment platforms, app stores, telecommunication companies, and emulators.
- **Achievements:** Drove the games to No. 1 in downloads and grossing rankings on both the App Store and Google Play, maintaining the position for over a month. *Ragnarok X: Next Generation* was featured in App Store's "Best Mobile Role Play Games of 2020." Total revenue surpassed \$100 million within six months of release.

A.T.Kearney

Consultant (Intern)

Beijing, China

Mar, 2020 – May, 2020

- Conducted market research and qualitative interviews to support Mastercard's China strategy, focusing on consumer credit trends in mainland China, Taiwan, and Hong Kong.
- Delivered comprehensive reports detailing market size, growth, and key success factors.

Roland Berger

Consultant (Intern)

Beijing, China

Jan, 2020 – Mar 2020

- Performed industry research and data analysis for a state-owned enterprise's entry into the smart device market.
- Analysed government policies and financial data to benchmark competitors and develop strategic recommendations.

Mango TV **Known as a most influential Chinese video streaming platform*

Director (Intern)

Changsha, China

Jan, 2020 – Mar 2020

- Managed the production of cultural reality show *Up Idol* (Season 2), overseeing script development, crew coordination, troubleshooting, and post-production.
- **Achievements:** Led the show to No. 1 in its time slot with over 70 million viewers per episode, consistently trending on Weibo (Chinese Twitter).