



## Fenglin Lei

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## SUMMARY

Innovative and results-oriented leader, skilled in strategic growth, market intelligence, and cross-functional execution. Proven success in driving profitability and strengthening brand impact at Senlin Electrical Appliances (H.K.). Limited through a data-driven strategy and partnerships.

## SKILLS

- Competitive analysis
- Focus Group Coordination
- Data analysis
- International business
- Market research and forecasting
- Survey design

## EXPERIENCE

Marketing Intern

San Francisco, California

Starbeam/ Jan 2026 to May 2026

- Coordinated event logistics for promotional initiatives and product launches.
- Assisted in developing social media content for marketing campaigns.
- Integrated artificial intelligence components into existing projects to enhance functionality.

International Marketing Intern

Shenzhen, Guangdong

AMOS/ May 2023 to Aug 2023

- Researched foreign markets to identify opportunities for expansion.
- Defined marketing collateral and program strategies by working closely with product management teams.
- Participated in brainstorming sessions for new marketing tactics and product ideas.

Overseas Marketing Assistant

Hong Kong, Hong Kong

Senlin Electrical Appliances (H.K) Limited/ Jul 2020 to Aug 2022

- Provided administrative support to the Marketing Manager on a daily basis.
- Conducted market research to identify target audiences and competitors.
- Conducted market research to identify potential customer segments and target markets.

## EDUCATION AND TRAINING

Master of Science: Entrepreneur And Innovation

University of San Francisco Expected in Jul 2026

San Francisco, CA

Bachelor of Arts: Sociology

University of San Francisco Dec 2024

San Francisco, CA

## LANGUAGES

English:



Full Professional

Chinese (Mandarin):



Native/ Bilingual