### Tang Zhiyun

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### Key Highlights

* ​**​Work Experience:​**​ Accumulated 2 years of internship experience; Twice awarded "Outstanding Intern" (in Marketing and E-commerce Operations roles).
* ​**​Project Highlights:​**​ Strong planning and execution capabilities: Planned a product advertisement ranked within the platform's Top 10 historical trending list within one week; Personal performance (cumulative order value generated) exceeded team average by 13%; Experience in 10+ online/offline MKT Campaigns; Coordinated projects launched in 70+ cities.
* ​**​Core Competencies:​**​ Proficient in positive thinking and results-oriented mindset; Excellent at teamwork with a strong collective spirit.
* ​**​Career Keywords:​**​ Marketing Planning, Project Management, User Conversion/Growth, Account Executive (AE) Experience, Experience on Both Client & Agency Sides, SOP Optimization.

### Education

* ​**​Hong Kong Baptist University​**​ | Master of Media Management | School of Communication
  + Sep 2022 - Nov 2023
  + Core Courses: Media Management, International Marketing, Strategic Public Relations, etc.
* ​**​Shanghai University of Political Science and Law​**​ | Bachelor of Financial Management | School of Economics and Management
  + Sep 2017 - Jun 2021
  + Core Courses: Management, Western Economics, Corporate Strategic Management, etc.

### Internship Experience

​**​Trip.com Computer Technology (Shanghai) Co., Ltd.​**​ | Content Operations Intern | Marketing Department

* + Aug 2023 - Nov 2023
  + ​**​Content Planning:​**​ Led homepage advertising planning for overseas travel products. Developed weekly themes (including featured destinations/products, content structure, promotion strategies) with the team based on real-time data, marketing trends, and product highlights, effectively boosting product exposure and conversion.
  + ​**​Content Operations/Product Marketing:​**​ Produced multiple viral hits; planned European travel product advertisement entered the platform's Top 10 historical trending list within one week, achieving 173k+ impressions, 10.1% CTR (Click-Through Rate), and 21% CTCVR (Click-to-Card Rate); Generated 56 orders totaling ¥1.76M+, accounting for 38% of team output and exceeding the team average by 13%.
  + ​**​Cross-Department Collaboration/AIGC:​**​ Collaborated with the development team on an AIGC advertising project. Optimized and innovated content structure through continuous model testing, increasing CTR by 5% and content excellence rate by 42% within three months, ensuring project implementation.
  + ​**​Strategy Optimization:​**​ Independently conducted market research and user insights (including viral content analysis, AB testing) to refine content structure; Independently handled data review, compiled effective data, created visual reports for superiors to boost key metrics like CTR and CVR (Conversion Rate), ultimately increasing departmental GMV.

​**​IMAX Corporation​**​ | Marketing Intern | Marketing Department

* + Mar 2022 - Aug 2022
  + Award: Outstanding Intern
  + ​**​Marketing Planning:​**​ Participated in the end-to-end (0-1) process for 10 film MKT Campaigns (including idea generation, brainstorming, channel/resource planning). Responsible for online/offline marketing activities to boost ticket/merchandise sales and fan growth. Contributed to departmental meetings for annual planning, including long-term product/activity/brand marketing and operational strategies.
  + ​**​Online Promotion:​**​ Managed promotional content for official accounts (Weibo, WeChat, Douyin, private communities), ensuring consistent copywriting style and visual design for accurate messaging; Average WeChat public account readership reached 26k+ per post. Leveraged quality UGC post-offline events for secondary exposure, strengthening marketing impact and forming an effective business loop.
  + ​**​Offline Activities:​**​ Coordinated film-themed activities nationwide (including organizing registration, material distribution, internal/external/cross-department communication), e.g., themed screenings, fan salons, pop-up merchandise exhibitions, covering 70+ cities. Themed screening events averaged 120+ sessions and 20k+ fans per campaign.
  + ​**​Brand Marketing:​**​ Led projects like fan interviews and film culture promotion, continuously innovating content sections to enhance brand influence and user stickiness. Successfully developed fan clubs in 19 new cities, cumulatively converting 20k+ users.
  + ​**​CRM Management:​**​ Managed C-end (consumer) operations and public sentiment; Assisted new fan club leaders with official registration; Maintained long-term communication and relationships with 90+ city leaders nationwide; Conducted regular surveys among 40k+ registered users to continuously optimize event experience, products, and collaboration processes.
  + ​**​Projects Involved:​**​ Fantastic Beasts: The Secrets of Dumbledore, Jurassic World Dominion, 2022 May Day & Summer Film Seasons, etc.

​**​Shanghai Wangyuan Culture Communication Co., Ltd.​**​ | Media Execution Intern | PR Department

* + Jun 2021 - Sep 2021
  + ​**​Client Liaison:​**​ Communicated directly with brand clients to deeply understand promotion goals and product messaging; Drafted cooperation frameworks (including timelines, budget allocation, promotion strategy).
  + ​**​Product Promotion:​**​ Participated in the end-to-end (0-1) process for 6 product campaigns (including writing briefs, negotiating collaborations, product inventory & shipping, content review). Handled unexpected issues to ensure on-time delivery; Collaborating key opinion leaders (KOLs) achieved an average readership of 100k+.
  + ​**​Data Review:​**​ Conducted post-campaign data analysis and reported to superiors, evaluating partnership effectiveness and proposing optimization suggestions; Compiled media data and ROI (Return on Investment) reports for clients.
  + ​**​Media Management:​**​ Managed relationships with 200+ KOLs/Key Opinion Consumers (KOCs) across platforms (Xiaohongshu, Weibo, Bilibili, Douyin); Established and maintained a categorized database; Conducted regular gift shipments and communication updates on commercial rates for relationship maintenance.
  + ​**​Clients:​**​ Brands including Anna Sui Sport, Teenie Weenie, Ubras (Footwear, Apparel, Accessories).

​**​Shanghai Shuling Technology Co., Ltd.​**​ | E-commerce Operations Intern | Operations Department

* + Jul 2020 - Dec 2020
  + Awards: Outstanding Intern, Performance Bonus
  + ​**​Merchant Operations:​**​ Assisted 20+ merchants (local lifestyle services industry) in platform onboarding, verifying credentials, and negotiating operational/promotional strategies based on merchant positioning to increase platform transaction value; Conducted regular follow-ups and planned gift shipments to maintain merchant relationships.
  + ​**​Community Operations:​**​ Managed 20+ nationwide BD (Business Development) community groups; Regularly optimized recruitment communication templates to enhance efficiency; Planned community activities (raffles, interactions, industry knowledge sharing) to boost engagement.
  + ​**​Livestream Assistant:​**​ Assisted hosts during livestreams (including script proofing, pre-promotion, host coordination, interaction moderation); Summarized media and sales data post-livestream for review; Once assisted in selling 1.1k+ tickets for newly onboarded merchants within one hour, generating ¥14k+ in transaction value with an 82% repurchase rate.

### Campus Experience

* ​**​Industry Research & Podcast Production:​**​ Who Stole My Wasted Life? - Project Leader
  + Mar 2023 - Jul 2023
  + ​**​Responsibilities:​**​ Content research & planning, designed and conducted interviews, wrote scripts, integrated content, and participated in recording.
* ​**​Student Center, Publicity Department - Director​**​
  + Sep 2018 - Sep 2019
  + ​**​Responsibilities:​**​ New media operations, event planning, organization management.

### Skills & Additional Information

* ​**​Skills:​**​ MS Office Suite (Vlookup data analysis, business PPT, etc.), SEM & SEO, Visual Reporting, Typesetting Tools, Mind Mapping, User-Centric Thinking & Survey Design.
* ​**​Languages:​**​ English (IELTS 6.5, CET-6 520+).
* ​**​Interests:​**​ Film/Music/Books, Art Exhibitions, Outdoor Activities.