Here is the English translation of the provided resume:

### Qian Hong

15917810055 | 475719294@qq.com | 3 Years of Marketing Experience

25 years old, Female | Career Objective: Advertising Media

### Self-Assessment

* ​**​Professional Background:​**​ Bachelor's degree from a 985 university, 3 years of client-side (brand) marketing experience with involvement in multiple large-scale project media communications.
* ​**​Professional Skills:​**​ 3 years of experience in product marketing planning; capable of independently managing market promotions and end-to-end media campaigns. Proficient in formulating marketing strategies and executing promotions. Managed million-RMB integrated marketing campaigns achieving over 20 million off-site impressions and exceeding sales targets by 130%. Possesses experience with media matrix advertising (Tencent ecosystem, Alibaba ecosystem, ByteDance ecosystem, Baidu ecosystem, industry vertical media, KOLs) and partnerships with mainstream media.
* ​**​Communication Skills:​**​ Strong cross-team communication abilities; extensive experience liaising with marketing vendors and media partners; excellent project management and timeline control skills.
* ​**​Soft Skills:​**​ Strong self-management under pressure; practical, meticulous, and detail-oriented work ethic; high learning agility and comprehension; strong aesthetic sense.

### Education

| **Period** | **Institution** | **Major/Degree** | **Level** |
| --- | --- | --- | --- |
| 2014.09-2018.07 | South China University of Technology | International Economics and Trade | Bachelor's |

### Work Experience

​**​2018.07 - Present | Times China Holdings Limited | Marketing Department - Senior Marketing Specialist​**​

* ​**​Overall Responsibilities:​**​ Deconstruct product commercial goals, formulate marketing strategies and media communication plans for project milestones, drive brand and performance integration.
* ​**​Media Strategy Development & Execution:​**​ Define product positioning and marketing strategy; develop annual and phased media investment strategies; plan and implement media plans. Formulate audience targeting strategies, build user journey touchpoints; responsible for communication strategy development and media mix; manage communication rhythm to achieve brand exposure and precise audience reach.
* ​**​Media Content Planning:​**​ Lead the development of advertising content strategy and creative execution for both on-site and off-site channels. Conduct A/B testing and optimization of creative assets across channels and audiences. Oversee copywriting/design/formats/channel creativity; iterate optimal combinations through A/B testing. Experience with Info Flow ads, SEM, TVCs, KOL integrations.
* ​**​Campaign Optimization:​**​ Monitor and analyze channel performance data in real-time; iterate campaign strategies; build conversion funnels to improve efficiency. Evaluate campaign effectiveness based on impressions, CTR, click/browse heatmaps, dwell time, lead generation rate, CPA, etc., optimizing the conversion funnel.
* ​**​Data Analysis:​**​ Oversee data analysis and review of competitor dynamics, media investments, marketing activities, and sales conversion metrics; conduct targeted optimization of marketing strategies.
* ​**​Project Management:​**​ Manage project budgets and timelines; responsible for communication and management of media agencies and media partners; facilitate cross-departmental collaboration; integrate resources to ensure project execution.

​**​2017.05 - 2017.08 | Mobvista (Mintegral) | Advertising Operations Assistant​**​

* ​**​Ad Optimization:​**​ Monitored traffic data for 20+ overseas advertiser campaigns in the international advertising market. Assisted in producing channel quality reports and provided optimization suggestions for creatives (visuals/copy/channels) to improve advertiser retention rates.
* ​**​Data Analysis:​**​ Responsible for the analysis and creation of advertising data reports (e.g., monthly sales analysis, weekly channel traffic reports); assisted the BD team in annual advertising market analysis summaries.

### Project Experience

​**​2020.08 - 2020.10 | Integrated Marketing Media Campaign for Product Launch | Lead​**​

* ​**​Project Description:​**​ Led the media communication stream for a key product launch targeting the National Day holiday. Responsible for strategy development, promotion execution, and integration of branding and performance resources. Executed a co-branded integrated marketing campaign with Li-Ning. Results: Achieved 130% of product launch sales target (approx. 900 million RMB sales); generated over 20 million off-site impressions.
* ​**​Communication Strategy:​**​ Positioned as an essential residential product targeting quality-seeking, self-sufficient young Gen Z. Built emotional proposition "Life Artists · Live in Guangzhou". Centered communication around the value statement "Guangzhou's Landmark Stands With You", highlighting product USPs to resonate emotionally and meet precise audience needs.
* ​**​Media Mix:​**​ Based on audience media preferences, built a differentiated touchpoint matrix: WeChat/Toutiao Info Flow ads for targeted mass reach; Weibo/Douyin/KOLs (vertical & cross-circle) for social buzz and authority; Baidu Search for precise interception; Sina/NetEase mainstream portals + Anjuke/Beike industry vertical media for sustained brand exposure. Executed phased plan (Preheat, Build-up, Peak, Sustained branding).
* ​**​Content Production:​**​ Created differentiated content touchpoints. Produced within two weeks: Main VI system; 6 sets of Info Flow ad/landing page creatives; Weibo interactive topic series; Douyin video assets; 20 KOL soft articles. Conducted audience-specific combination testing and optimization.
* ​**​Resource Collaboration:​**​ Leveraged co-branded resources with Li-Ning for the "Run Together in the Bay Area" city vitality sports integrated campaign, covering 30,000 private domain community members.
* ​**​Key Results:​**​
  + Total off-site impressions: 20M+. WeChat Moments ads achieved CTR >2% within 7 days post-optimization (135% efficiency increase vs. benchmark, exceeding industry avg. of 1.25%), driving ~20M RMB sales.
  + KOL articles achieved 800K+ total reads; built 10 high-precision customer communities via KOLs.
  + Innovative low-cost private domain community operations during preheat phase covered 5,000 high-engagement homeowners. Peak phase leveraged cross-over event resources with community incentives, converting 5M RMB sales.

​**​2019.03 - 2019.05 | Cross-over Entertainment Marketing Media Campaign | Lead​**​

* ​**​Project Description:​**​ Repositioned target audience and elevated brand image for a product facing market challenges, aiming to boost city center brand exposure and drive traffic.
* ​**​Content Marketing:​**​ Developed an entertainment marketing campaign leveraging celebrity appeal ("Karen Mok's Final Concert: Times Soundscape"). Responsible for negotiating resource exchanges with talent agencies and forming cross-industry alliances. Utilized concert tickets and merchandise for fan engagement and social sharing.
* ​**​Social Media Campaign:​**​ Developed paid strategy leveraging celebrity influence across Douyin, Weibo, fan sites, and official channels. Launched challenge topics around the concert. Results: Official WeChat followers increased by 50%; brand impressions 2M+; generated 600 valid leads.
* ​**​Key Results:​**​ Delivered leads from media touchpoints to sales; implemented targeted conversion incentives; optimized conversion funnel; achieved 50% MoM sales growth.

​**​2020.03 - 2020.04 | E-commerce Platform User Referral Campaign | Marketing Planner​**​

* ​**​Project Description:​**​ Capitalized on post-pandemic live-streaming user growth to increase new user acquisition for an e-commerce platform via a referral-based coupon campaign.
* ​**​Campaign Planning & Promotion:​**​ Designed "8.8 RMB for 30K Off" coupon referral mechanics. Developed communication packaging around core price/benefit points. Responsible for creative assets (posters, Douyin shorts). Targeted high-Net-Worth homeowner circles with tailored incentives.
* ​**​Live-streaming Setup:​**​ Coordinated setup of Douyin and Anjuke live-streaming rooms. Used core offer ("8.8 for 30K off") to drive traffic and sales via multi-channel outreach.
* ​**​Key Results:​**​ Referrals accounted for over 50% of coupon claims; exceeded new user target by 130%; live-streaming became the primary online sales channel that month.

### Personal Skills

* ​**​Languages:​**​ English CET-6 (Proficient in listening, speaking, reading, writing)
* ​**​Software:​**​ Proficient in Excel & other data analysis tools; Familiar with PS, PR & other design/editing software.
* ​**​Interests:​**​
  + ​**​Art/Photography:​**​ Skilled in basic sketching, watercolor; strong aesthetic sense; enjoys film photography; proficient in various image processing software.
  + ​**​Music:​**​ Grade 10 piano certification; served as pianist for school choir/orchestra and cultural activities leader.
  + ​**​Coffee Roasting:​**​ Co-founded a campus coffee shop during university; as an association leader, managed operations employing over 60 student part-timers with successful business performance.