

# Junze Tan

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## Personal Summary

Currently working as a product specialist at Lee Kum Kee, China, I specialize in industrial sauce product management. My job has contributed to the development of 3+ new sauce products which bring a potential annual sales value of \$800,000+. I am also responsible for coordinating label design refinement and analyzing customer databases. With academic backgrounds in management and marketing, I aspire to advance my career in the direction of becoming a business analyst through acquiring cutting-edge analytical skills from the Business Analytics program.

## Work Experience

### Food Solution Management Trainee, Product Specialist Direction, Lee Kum Kee

7.2022 - Now

- Conducted data management and analysis using Excel (proficient in pivot table and functions) for 6 monthly marketing reports, 3 sales planning reports, and 5+ product promotion projects including an SKU analysis for 65 KA customers, establishing solid foundation for data-driven decision-making processes;
- Coordinated the designs of marketing materials including 65+ product labels, 10+ KVs, 10+ videos, and a 14-page product catalogue for 200+ sauce products, strengthening product promotion and brand awareness;
- Performed daily coordination among the factory, sales and marketing departments, and supervised the development of 3+ projects with potential annual sales value of \$857,000+. Projects included the customization of sesame sauce package, reconstruction of price chain and marketing strategies for the chicken flavor sauce, and the development and launch of the KC Char Siu Sauce 7.5KG;
- Rotated among various departments, worked as a salesperson (6 months), food solution marketing assistant (3 months), retail channel marketing assistant (3 months), factory intern (1 month), and product specialist (from August 2023 till now), obtaining comprehensive views on corporate operation.

### Digital Marketing Assistant, Meili Culture Media Marketing Consulting

7.2020 - 9.2020

- Conceived and promoted E-commerce marketing strategies on TikTok and Tmall for 6 corporate customers from the food, medicine, and drone industries, boosting customers' online sales by providing them with competition landscape analysis and online operation methodologies.

### Undergraduate Research Assistant, Marketing

10.2019 - 8.2020

- Initiated surveys on Qualtrics, collected 500+ responses, and performed Univariate Analysis using SPSS for projects researching human trust on AI and TikTok sales performance of platform celebrities, facilitating data cleaning processes and improving data quality.

### Undergraduate Student Teaching Fellow, Organizational Behavior

2.2020 - 5.2020

- Composed lecture materials for 3 lectures (1.5 hours each) on the topic *Slash or Freelancer? Job Design in the New Era*, and the lectures received positive feedback from both the lecturer and students.

## Education

### Trinity College Dublin

9.2020 - 7.2021

MSc. Marketing

**Dissertation Thesis:** An Investigation into the Effects of Product Involvement and Existing Word-of-Mouth Volume on Consumer Word-of-Mouth Generation

**Core Courses:** Digital Marketing Communication, Brand Management, Data Analytic & Market Research

**Scholarship:** Trinity Business School Scholarship (€5,000)

### The Chinese University of Hong Kong, Shenzhen

9.2016 - 6.2020

Bachelor of Business Administration, Global Business Management

CGPA: 3.48/4.00

**Honors & Awards:** Dean's List (2018, 2019)

## Standardized Tests & Skills

**Languages:** English (IELTS 7.5 overall); Japanese (JLPT-N2 163/180); Cantonese (Native); Mandarin (Native)

**GMAT Score:** 670 (Verbal 35, Quantitative 47)

**Computer Skills:** Proficient in Microsoft Office, SPSS, Qualtrics; Familiar with Python, SQL (Coursera Certificate)