

CURRICULUM VITAE

KESON TONG

Contact Information

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Education

2024.09 - Present Student, MSc in Marketing Management, Università Bocconi, Milano, Italy. GPA: 26/30

Main Courses: Data Mining for Marketing, Business, and Society; Machine Learning and Causal Inference for Marketing Decisions; Predictive and Generative AI for Business Decisions; NLP and Machine Learning for Business Decisions; Understanding consumer.

2019.09 - 2023.06 Student, bachelor's in Management, Shanghai University of Finance and Economics, Zhejiang College, China. GPA: 88.06/100 (Ranking: 1/135).

Thesis Supervisor: Meichang Li.

Main Courses: Microeconomics; Macroeconomics; Statistics B; Consumer Behavior Theory; Marketing A.

2022.06 - 2023.01 Student, major in Science and Technology Innovation and Entrepreneurship, Shanghai University of Finance and Economics, Shanghai, China

Main Courses: Metaverse; Product Launch; Market Introduction; Blockchain; Venture Capital

Research Interest

Digital Marketing, Natural Language Processing, Machine Learning, Artificial Intelligence, Startups and Entrepreneurship

Selected Research Experience

Graduate Research Assistant | Università Commerciale Luigi Bocconi, Marketing Department, Milan, Italy

Project: Exploring the impact of AI-generated product videos

1. Jun. 2025 - Dec. 2025 Developed large-scale data collection pipelines ($\approx 3.5\text{M}+$ listings) across Autotrader.com, Cars.com, and CarGurus.com using Apify, Bright Data, Xbyte, and ProductDataScrape, optimizing proxy configurations and data structures for cost-effective scalability
2. Extracted and processed multimodal video metadata, including audio, visual, and textual dimensions, using Python frameworks, such as Librosa, OpenSMILE, OpenCV, YOLOv8, PaddleOCR, FFmpeg
3. Constructed feature-level datasets integrating tone, pitch, motion, brightness, and OCR-based text measures to enable multimodal analysis
4. Conducted manual labeling and taxonomy validation for over 1,000 automotive models, ensuring classification accuracy and data integrity
5. Contributed to designing and validating machine learning models for video and voice analytics applied to consumer research
6. Labeled 7,000 Taobao product videos across 10 categories, coding multimodal variables (voice, music, human presence, AI voice)
7. Experimented with Shein.com data extraction via Python (Selenium, undetected-chromedriver), testing anti-scraping resistance and technical constraints
8. Collected daily Google Trends data for Zara, Shein, Temu, Vinted, and H&M from 2024 to 2025 using R, standardization and correlation analysis

Graduate Research Assistant | Università Commerciale Luigi Bocconi, Management and Technology Department, Milan, Italy

Jan. 2025 - Mar. 2025

Project: Public Pressure, Private Firms, and Directed Technical Change with Information Disclosure

Collected, compiled, and analyzed structured data on 700 firms (sector, ownership, headquarters, founding year, parent firm) for analysis of information disclosure and innovation under public pressure

Undergraduate Research Assistant | Shanghai University of Finance and Economy, Business College, Shanghai, China

Jun. 2022 - Dec. 2024

Project: The Impact of Virtual Spokesperson on Brand Attitudes of Generation Z Consumer

1. Designed and executed a survey-based experiment ($n \approx 600$) comparing 2D, 3D, and AIGC virtual spokespersons with real-person endorsements to examine their impact on Generation Z brand attitudes. Developed structured questionnaires and randomized stimuli; performed data preprocessing, reliability checks, and scale validation in SPSS and Python (pandas, statsmodels)
2. Applied dummy-variable regression, moderated mediation analysis (PROCESS Macro, Model 7), and robustness diagnostics to test the mediating role of brand experience and the moderating effect of product type. Modeled interaction terms and conducted sensitivity tests and multicollinearity checks, revealing that spokesperson-product fit drives significant variance in brand attraction and loyalty across categories

Selected Publications

1. Tong, K., Wang, K., & Wang, Z. (2023). The Impact of Virtual Spokesperson Characteristics on Brand Attitudes of Generation Z Consumers: Moderation by Product Types. China Business Review, 23(24).

DOI: 10.19699/j.cnki.issn2096-0298.2023.24.098

2. Wang, Z., Tong, K., & Xu, Y. (2024). Empirical Study on the Influence of Knowledge Inertia and Relationship Quality on Organizational Innovation Behavior. Trade Fair Economy, 24(12).
DOI: 10.19995/j.cnki.CN10-1617/F7.2024.12.112
3. Volunteer Assistance Filling System V1.0 Based on Big Data. Chinese Software Copyright Registration
No. 2023SR1162448
Mar. 2023 – Jun. 2023
4. 福 (FU) & 星 (XING) Logo Design. Chinese Artwork Copyright Certificate
No. 2022-F-10077290 & No. 2022-F-10077291
Sep. 2021 – Apr. 2022

Startup Experiences

Cofounder | StarPath International Limited (Hong Kong, China) & StarPath Entertainment Inc (Colorado, USA)
Feb. 2024 - Present

1. Established a cross-border TikTok agency network for the North American influencer market, developing quantitative frameworks to study content performance, creator-brand matching, and audience response heterogeneity
2. Led data-driven campaign experiments with 232 creators and 43 brands, employing A/B testing, audience segmentation, and multivariate regression models to estimate the causal effects of content format, posting frequency, and spokesperson traits on engagement outcomes
3. Built internal marketing analytics infrastructure integrating ROI tracking, conversion attribution, and engagement elasticity modeling, enabling predictive analysis of influencer effectiveness and strategic budget allocation across campaigns

Founder | Laiyi E-commerce Company, Zhejiang, China
Jan. 2022 - Jun. 2023

1. Established and managed cross-border e-commerce operations on Alibaba International and Shopee, exporting consumer goods from China to global markets and analyzing cross-country demand heterogeneity
2. Applied market analytics, price elasticity modeling, and sales forecasting through real-time performance tracking and platform data mining, enabling data-driven pricing and inventory decisions
3. Conducted conversion funnel and advertising attribution analyses, improving ROI and reducing customer acquisition cost by over 23% through algorithm-informed optimization of CPC bidding and keyword targeting

Founder | HQT Education, Sichuan, China
Jan. 2019 - May. 2021

1. Marketing and Promotion: Initiated advertising and promotional campaigns to enhance brand visibility. Utilized existing student resources to develop effective sales strategies and launch promotions: 9.9 subject-specific discounts.
2. Business Transition: Successfully sold the project to a local education organization.

LEADERSHIP & TEAMWORK EXPERIENCES

Co-Founder | KOAZY Brand
(Brand with a total of 100,000 subscribers across Taobao, Xiaohongshu, and JD.com in China)
Nov. 2022 - Present

1. Analyzed brand consumer engagement patterns and purchase behaviors across multiple platforms
2. Applied A/B test, cohort analysis, and price promotion modeling to optimize campaign effectiveness and identify key drivers

Regional Ambassador | CRI Study Organization
(Manage student club activities across five universities, over 10,000 students)
Sep. 2022 - Jun. 2023

Chairman | Youth League Committee
(Manage over 300 members and report over 1,000 student activities)
Sep. 2021 - Jun. 2022

Campus Ambassador | LinkedIn China
(Hosted multiple job-seeking events with 400 participants each)
Sep. 2020 - Jun. 2021

Team Leader | Smart Helmet Project
(Led a multidisciplinary team from AI, CS, Physics, Sensor, and Communication)
Mar. 2021 - Dec. 2022

1. Develop the smart helmet to collect multimodal data (video, audio, physiological, and locational) and build data pipelines
2. Applied CNN-RNN and transformer models for predictive safety analytics and anomaly detection, and uncover links between biometric and context

Founder | HQT Education Club
(Formed a volunteer teaching team that has made three trips to remote rural elementary schools)
Jun. 2019 - Jun. 2021

Working Experiences

Project Manager Intern | Qabas Consulting&Training

Milan, Italy, 2025.01 - 2025.07

1. Supported data-driven sustainability consulting projects, conducting ESG performance analysis and benchmarking using quantitative indicators such as carbon intensity, resource efficiency, and social impact metrics.
2. Assisted in building sustainability data models and dashboard systems for clients, integrating environmental and operational KPIs into decision-making frameworks.
3. Contributed to the development of predictive analytics tools that identify sustainability risks and opportunities, supporting clients in aligning corporate strategy with ESG reporting standards (e.g., GRI, SASB).

Product Manager (Full-time) | Zhejiang Enli Traffic Technology Company

Zhejiang, China, 2023.06 - 2024.05

1. Directed applied research and product analytics for the third-generation intelligent safety helmet, integrating AI, IoT, and sensor-based technologies to study user behavior and safety performance.
2. Conducted mixed-method user research combining quantitative survey analysis, field experiments, and expert interviews to model user preferences and functionality requirements.
3. Developed data-driven product optimization models, linking usability metrics, adoption behavior, and safety outcomes to guide design iterations and feature prioritization.
4. Collaborated with engineers to prototype and validate GNSS and UWB-based positioning systems, enhancing accuracy in real-time tracking and environmental interaction studies.

Brand Operation Intern | JD.com, Inc.

Beijing, China, 2021.07 - 2021.12

1. Conducted empirical research on consumer behavior among young demographics, analyzing purchase data, keyword search trends, and traffic elasticity to model brand preference formation and digital engagement.
2. Applied A/B testing, keyword regression analysis, and cohort-based segmentation to evaluate the effectiveness of marketing interventions such as the 101-Day Return Policy, 10-Year Quality Guarantee, and 21-Day Habit-Building Program.
3. Identified significant behavioral heterogeneity across consumer cohorts and developed predictive frameworks linking marketing exposure to conversion probability, achieving sales growth exceeding ¥200,000 per brand per month.

Selected Awards and Scholarships

Second Prize - Science and Technology Innovation Competition G60 Science and Technology Innovation (2023)

Second Prize - 4th Comprehensive Transportation Innovation and Entrepreneurship Competition (2023)

Valedictorian(only 1) - Shanghai University of Finance and Economics Zhejiang College (2023)

Provincial Exclusive Entrepreneurship Scene Interview Reporting - China News Blue (2022)

Municipal Exclusive Personal Interview Report - Jinhua News (2022)

Second Prize (Team Leader) - 928 Challenge Competition in Macao and Hong Kong (2022)

Second Prize (Team Leader) - International Maker and Entrepreneurship Competition (2022)

Third Prize (Team Leader) - 17th National college students E-commerce competition (2022)

Second Prize (Team Leader) - 8th China Students' Internet+ Innovation and Entrepreneurship Competition (2022)

Second Prize (Team Leader) -13th The Challenge Cup (2022)

Second Prize (Team Leader) - 12th China National Innovation, Creativity and Entrepreneurship Challenge (2022)

National Scholarship (No.1) - China College Student Nation (2022)

College Student of the Year (only 1) - Shanghai University of Finance and Economics Zhejiang (2021)

Research and Innovation First Class Scholarship - Shanghai University of Finance and Economics Zhejiang (2021)

Outstanding Student Leader - Shanghai University of Finance and Economics Zhejiang (2020)

National Encouragement Scholarship - China College Student Nation-Level (2020)

Other Information

GRE Score: 164 on Verbal, 170 on Quant

Computer: LaTeX, Git, Julia, PyTorch, JAGS, Qualtrics, Psycharm, R, Python, Stata, SQL, SPSS, AMOS, Adobe Premiere, After Effects, Stable Diffusion

Language: English: fluent; Chinese: native; Italian: intermediate

Interest: Sky-diving; Scuba-diving; Surfing; Road-Bicycle; Skiing; Basketball; Badminton; Table tennis, Work out; Guitar; Piano; Rock;

Videography