

About me: I see marketing as both a science and an art — and I genuinely enjoy diving into both sides. Experienced in content planning and storytelling across various digital platforms. I thrive at the intersection of analytical thinking and creative execution, and I'm eager to deepen my expertise in performance marketing and data-driven campaigns.

EDUCATION

Stockholm University

Master's Degree in Marketing Communication

Stockholm, Sweden

09/2024 – 06/2026 (Expected)

Relevant Coursework: Digital Media Strategy, Consumer Behavior, Brand Communication

Beijing Technology and Business University

Bachelor of Science in Actuarial Science

Beijing, China

09/2017 – 06/2021

- Published article: "Online Fundraising for Serious Illnesses is Not Equal to Crowdfunding" (Financial Expo, 2019)
- Awarded "Outstanding Graduate" with merit-based scholarship

PROFESSIONAL EXPERIENCE

Beijing Houda Caitong Technology Co., Ltd.

Beijing, China

Digital Content Intern (New Media & Paid Content)

12/2022 – 03/2023

- Managed YouTube content strategy: wrote scripts, edited videos, ran live sessions
- Successfully gained over three thousand followers for the account "The Long Road of Technology (技术之路漫漫) @HomilychartTanya" Drove RMB 300,000 in private domain sales in 3 months via marketing campaigns
- Conducted topic analysis on U.S. stock market trends, applying data insights to improve engagement and conversions
- Key Skills Used: Google Analytics, visual storytelling, social platform strategy

Extraordinary Mainland Culture Media Co., Ltd.

Beijing, China

Scriptwriter – Interactive Theatre

04/2021 – 10/2022

- Developed branching narrative scripts tailored to player interaction and emotional engagement
- Script "Unhappy Lord of Hell" (阎王不高兴) sold 550+ copies, exceeding market average
- Incorporated trend analysis and user behavior into storytelling to maximize appeal

Cool Brain Science (Weibo/Bilibili/WeChat)

Beijing, China

Video Animation Editor & Content Creator

02/2019 – 09/2019

- Wrote, animated, and produced 10+ educational science videos using Adobe PR & AE
- Average play count: 5,000+; Weibo daily ranking peaked at #53
- Collaborated cross-functionally with art editors and voice actors
- Key Skills Used: Adobe Suite, content planning, video analytics

SKILLS

- **Languages:** English (Professional), Mandarin (Native)
- **Analytics & Tools:** Google Analytics4, Adobe Premiere Pro, After Effects
- **Marketing Platforms:** Familiar with YouTube backend, Meta Ads basics
- **Strengths:** Data-driven mindset, storytelling, trend analysis, team collaboration