

# Aaron Wen

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## EDUCATION

### University of California, Los Angeles (GPA: 3.7/4.0)

B.S. in Statistics and Data Science & B.A. in Business Economics

Los Angeles, CA

Sep 2024 – Jun 2027

Relevant Coursework: Machine Learning (Data Mining), Probability Theory, Microeconomics Theory

## PROFESSIONAL EXPERIENCE

### Tencent America

Los Angeles, CA

Product Strategy Intern, Interactive Entertainment Global Group (IEGG)

Sep 2025 - Present

- Authored 5+ strategic analyses on GTM strategies for indie studios, competitive threats (e.g., HoYoverse, Activision), and China's WeChat Mini Game market (2025 Q2), with **3 reports published externally as benchmarks**.
- Provided the foundational user insight for VALORANT Mobile's Go-to-Market strategy, pivoting the launch campaign from generic giveaways to a high-impact pre-registration event centered on the social value and intrinsic reward of unique game IDs, resulting in **70M+ pre-registration and viral trend on social media**.

### Bain & Company

Shanghai, China / Hybrid

Part-Time Assistant (PTA)

Nov 2025 – Present

- Conducted rigorous commercial due diligence on the TMT sector, synthesizing fragmented data points to validate critical investment hypotheses and identify competitive white spaces for a high-priority strategic case.
- Constructed dynamic market sizing models and structured strategic narratives, translating complex analytical findings into C-suite ready deliverables to support the case team in driving client decision-making.

### Tencent Games

Shenzhen, China

Product Management Intern, Research and Development System Management Dept.

Jun 2025 - Sep 2025

- Owned the end-to-end lifecycle of a desktop pet feature, a core initiative designed to reactivate dormant users and deepen platform engagement, driving a **191%** conversion of silent WAU into UGC contributors (**from 820 to 2,400+**), sustaining a **35%** uplift in homepage DAU, and increasing the 2-month retention rate by **73%**.
- Led a **3-person cross-functional team** as Producer & Designer in an internal MiniGame Jam to ship *OH MY BOSS*, implementing **Agile development and Sprint workflows** to drive rapid iteration on co-op rhythm mechanics (inspired by *It Takes Two*) and securing the **Silver Award** for innovative level design.
- Shipped a full redesign of the Tencent Academy homepage, launching core features including a **new Creator Analytics Dashboard**, and a **Tag-based content recommendation engine** to personalize the user experience.

### Sega of America

Irvine, CA

Strategic Consultant, Marketing Dept.

Mar 2025 - Jun 2025

- Defined a foundational live-ops lifecycle model by analyzing **3,000+ updates from 20+ top GaaS titles**.
- Leveraged SQL to build and maintain Tableau dashboards tracking key metrics (DAU, retention, conversion)
- Delivered a strategy playbook to leadership projecting a **15% ARPU increase** for new market entries, with the presentation earning endorsement from the **Atlas Marketing Manager** for its actionable insights.

## LEADERSHIP & EXTRACURRICULAR EXPERIENCES

### Business in Entertainment Association

Los Angeles, CA

Director, Video Games Division

Oct 2024 – Present

- Democratized access to the entertainment industry by launching and leading a flagship speaker series that provided free, high-value career resources to students. Forged partnerships with 10+ senior leaders from Riot Games, Sega, Activision, and Capcom to deliver 5+ expert panels on industry trends and career pathways.

### VITA Global

Los Angeles, CA

President & VP of Marketing

Oct 2024 - Present

- Established the organization's long-term vision by defining the 2025-26 OKRs and authoring foundational SOPs. Coordinate this new vision into execution, growing social media followership from 800 to 6,500+, and launching a panel with 10 industry leaders to provide career development for a community of 3000+ students.

## OTHERS

- Languages: Mandarin (Native), English (Fluent)
- Techs & Analytics: Excel, Git, SQL, Python (NumPy, Pandas, Matplotlib, Scikit-learn, PyTorch), R (dplyr, tidyr, ggplot2, randomForest), SPSS, Tableau, Power BI, Notion, A/B Testing, GenAI (Midjourney, LLMs)
- Product & Game: UE5, Godot, Perforce (P4V), Blender, Figma, Jira, HTML, Adobe Suite (PS, PR, AE, AU)