

Luyang Xing

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SUMMARY

Results-driven product marketing professional with 2+ years of experience in product marketing & product management, business analytics, and content marketing. Skilled in building Go-to-Market strategies, developing marketing campaigns, and launching successful products. Seeking a product marketing role to deliver innovative products and delight customers.

EDUCATION

University of Southern California

Los Angeles, CA

- *Master of Engineering Management, Viterbi School of Engineering*
- *Certificate in Business Analytics, Marshall School of Business*

Aug.2021 - May.2023
Jun.2022 - May.2023

Soochow University

Suzhou, China

- *Bachelor of Science in Logistics Management*

Sept.2016 - Jun.2020

PROFESSIONAL EXPERIENCE

LEAP Career Development Forum

Los Angeles, CA

Communications & Digital Marketing Specialist, Career development

Jan.2023 - Present

- Lead 2 eSalons by breaking down projects into tasks, and coordinating with 4 cross-functional teams to facilitate workflow
- Conduct email and digital marketing through newsletters & social media, achieving 10K+ exposure with 100+ releases
- Create 15+ flyers and 3 brochures for event promotion using Canva & PS, maintain website layout on Wix
- Enhance promotion performance (1.5X) by analyzing marketing campaign efficiency on MailChimp, Eventbrite, etc.

HYPEX.io

Los Angeles, CA

Marketing & Business Development Intern, Web3

Jun.2022 - Aug.2022

- Conducted user research and developed 3 customer personas (Web2 general, Web2 gaming, Web3 collaborators) to inform product marketing strategy, and delivered an influencer marketing plan with 100+ KOLs according to 3 user personas
- Grasped industry trends through networking with 15+ investors & competitors, derived user needs by sending out 150+ surveys with 15 questions and an 86.7% response rate, and drove business development strategies based on these
- Led LA Tech Week HypeX*USC Viterbi Web3 Mixer through event planning, project management, and marketing campaign delivery, attracted 200+ attendees, and increased Twitter followers by 5%

AllSumJobs

Los Angeles, CA

Business Analytics Intern, E-learning

Feb.2022 - May.2022

- Gathered first-hand microdata from 180+ surveys (91% response rate), employed Factor Analysis to detect influencing factors in SPSS, and cleaned 20K+ macro data by determining correlations and eliminating outliers in Excel and SQL
- Summarized Covid-affected metrics in 6 different industries before & after 2020, analyzed causes through the "PESTLE" model, adopted ggplot in R studios to visualize data by designing various graphs, and designed 2 report layouts on Canva

Suzhou Yun Logistics Technology Co., Ltd.

Suzhou, China

Associate Product Manager, SaaS

Jan.2021 - Aug.2021

- Launched an EDI platform by delivering wireframes & documents with 6 cross-functional groups, connected 200+ clients with Canadian Customs, and saved customers millions in late fees and 4 work hours/week
- Transferred 100+ customer needs to user stories in Agile systems, delivered 20+ iterations after prioritization
- Devised "Go-to-Market" strategies using banners, coupons, SEO, etc., and attracted 200+ clients (1.3X of expectation)
- Conducted analysis of clickstream and build landing pages with the Marketing team, and boosted user acquisition by 10%
- Developed 4 key performance dashboards to track sales, formulated differentiated sales strategies based on consumption

BENQ

Suzhou, China

Growth Product Marketing Intern, e-Commerce

Sep.2020 - Nov.2020

- Delivered Go-to-Market strategy by targeting potential users in 4 new scenarios (Fitness, Digital fans, kids, designers), analyzed user behavior by investigating 100+ customers, summarizing their habits, and presenting user preference reports
- Launched 3 marketing campaigns, achieved 2 million+ views with 10k+ participants, and exceeded the "11.11" shopping holiday sales goal by 1.5X (20 to 30+ projectors) through 30+ media releases with 20+ influencers & daily streams

PROJECTS

Digital Transformation for Vector Solution

Advisor: Prof. Rik Reppe, USC Marshall

Sept.2022 - Dec.2022

- Developed Hawkeye demo – a holistic law enforcement solution with emerging technologies for Vector Solutions
- Devised a new value proposition by investigating 3 pain points, researching the competitive landscape & partnership plans

SKILLS

- **Technical:** JMP, R, SQL, Python, Tableau, SAP GUI, SPSS, Excel, HTML
- **Other Skills:** Product Management, Go-to-Market Strategy, Agile Systems, Digital Marketing, A/B Testing, Google Analytics, Figma, AXURE, Canva, Email Marketing, Layout Design, SEO