

LEI LEI

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Education

The Chinese University of Hong Kong (CUHK), HongKong, China

Aug 2024 – July 2025

Master Degree of Science in Marketing (GPA: 3.66/4.00)

Course: Marketing Research, Buyer Behavior, Digital Marketing, Customer Analytics, Social Media Analytics, Marketing Analytics

East China Normal University, Shanghai, China

Aug 2020 - July 2024

Bachelor of Economics (GPA: 3.41/4.00)

Course: Mathematical Analysis, Mathematical Statistic, Probability Theory, Linear Algebra, Econometrics, Data Base and Statistical Software, Game Theory

University of California, Berkeley, CA, US

Jan 2023- May 2023

Berkeley International Study Program (GPA: 4.00/4.00)

Course: Asset pricing and Portfolio Choice, Financial Accounting, Urban Economics

Internship Experience

Xiaohongshu Technology Co., Ltd. | Commercial Advertising Product Operation Intern

Mar 2024-Jun 2024

- Data processing and analyzing:** Responsible for advertising products operation, in-depth monitoring and analysis of delivery data effect, including Average Daily Consumption/ Optimization Range of Interactive Cost Comparison and Click, etc. In the internship period, the optimization target consumption increased from 240,000 in March to 1.8 million during 618, stabilizing at an average daily consumption of about 1 million in June, an increase of 300% y
- Product optimization:** Coordinate with internal resources, conduct product demand research, test and operation monitor, promote the continuous improvement of products. Troubleshoot the problem of positioning account Settings by drilling down the AD delivery account.
- New Product Testing:** Follow up the A/B Test process of anti-funnel expansion of new products throughout the process. Put forward product requirements in the early stage, conduct relevant customer brand research and feasibility analysis, and assist in writing PRD documents. Mid-term implementation, tracking and monitoring, optimizing the test effect, communicating and cooperating with the department to solve product testing problems.

Inly Media Co., Ltd. | Xiaohongshu advertising optimization – Data Intern

Nov 2023- Feb 2024

- Data processing:** Proficient in using Excel pivot tables and VLOOKUP to complete various data reports, cooperated with the use of platforms, for pre-investment insight and post-investment review required for industry market data, product site data, competitive product analysis. Assisted in the completion of part of the investment plan and budget planning. During the internship, I participated in the investment FS plan of about 15 brands.
- Social media delivery and optimization:** familiar with Xiaohongshu's platform delivery rules and product planting logic, passed the professional ability certification of Xiaohongshu marketing talents. During the period of client advertising, cooperate with the product launch, build the advertising plan, observe the performance of the advertising, track and optimize the parameters of the advertising effect, like exposure, ctr, cpc, cpe, etc.

Hygiene Heroes (a non-profit organization) | University Department – Marketing Intern (Online)

Jan 2025 – Now

- Content and marketing work:** Responsible for Xiaohongshu content creation, format optimization, and KOL collaboration. Planned and executed marketing activities, designed promotional materials, and supported product brand building.
- Community operation and market research:** Operated and maintained a university student community, collected user feedback, organized community activities, and assisted in analyzing user needs and providing suggestions for product improvement.

Internship Experience

Successful Overseas Marketing Case of a Domestic Game —— "Black Myth: Wukong"

- Use Python and API crawlers** to obtain the data performance of "Black Myth: Wukong" on YouTube, TikTok, and Steam. Then, conduct data analysis and visualization such as traffic analysis, text sentiment analysis, and word cloud charts. Compare the overseas performance of domestic games of the same type. Combine with the 4P theory to summarize the reasons for the successful overseas launch of "Black Myth: Wukong".

Activities & Volunteer Experience

Undergraduate Innovation and Entrepreneurship Training Project

Core member

Jun 2021- May 2022

University of California, Berkeley International Cultural Festival

China booth planning executive volunteer

Mar 2023-Apr 2023

Awards

East China Normal University 2021-2022 Undergraduate Scholarship for Outstanding Students

Nov 2022

East China Normal University of 2023 Undergraduate Students to Overseas Exchange Study Funding

May 2023

Skills

Skills: Proficient in Offices, Python, Stata, R, Web Crawling, etc.

Language: Chinese(native), English (TOEFL 95), GRE (315+)

Certification: Xiaohongshu Marketing Competence Certification: Primary