

Shirly Tang

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EDUCATION BACKGROUND

The Chinese University of Hong Kong, Hong Kong, China Aug.2024 – Jul.2025
Master's degree: Marketing (big data track)

University of International Business and Economics, Beijing, China Sep. 2020 – Jun. 2024
Bachelor's degree: Major in Business English & Minor in Marketing

INTERNSHIP EXPERIENCE

Leo Burnett, Publicis Groupe, Beijing, China Mar. 2024 – Jun. 2024
Account Executive Intern, FMCG-Yili AMX Team

- **Prepared Olympic marketing campaigns for Paris 2024:** designed brand interactive videos on social media, proposed co-branding marketing of AMX and local brands in Paris.
- **Conducted market research:** wrote reports regarding competitors and industry news, including new products, recent marketing campaigns, and relevant policies, and sought potential opportunities.
- **Proposed new product concepts:** added new flavors to the product line with strong selling points.
- **Assisted day-to-day communication with clients:** acting as an intermediary, facilitating communication about ad requirements between clients and designers.

Ruder Finn, Beijing, China Feb. 2023 – Aug. 2023
PR Intern, Lifestyle-Tissot Team

- **Seeding:** independently contacted and reached seeding cooperation with 20 KOLs on social media; managed post-production of influencer-generated content, including graphic editing.
- **Created content:** conducted over 50 Tissot brand copywriting and on Weibo and WeChat platforms; participated in drafting and translating 20 brand and product press releases.
- **Maintained media relations:** built and regularly updated media contact list, conducted proactive outreach to understand journalists' needs, and pitched relevant stories to secure coverage.
- **Supported offline events:** involved in rundown planning and event promotion of “Tissot x NBA” watch exhibition, Tissot x Hainan Consumer Fair, Asian Games, etc.

OTHER EXPERIENCE AND SKILLS

Practicum experience:

L'Oréal Brandstorm competition Hong Kong SAR Nov. 2024 – Mar. 2025
Consulting

- **Researched on men's market:** sourced information from industry reports, papers and magazines, and conducted first-hand interviews and surveys about men's skincare journey.
- **Proposed and sold the solution:** identified a main problem, conducted brainstorming with the team, gave an exciting solution with solid rationales, and made a presentation to L'Oréal company.
- **Made promotion materials:** designed and edited a 3-min ad video about team promotion.

Others: a volunteer in The Second United Nations Global Sustainable Transport Conference; head of organization in student union; member of drama club; leader of table tennis team in college

Skills:

- Data analysis: good at using Python, R, Trae, Cursor and Microsoft Office.
- Design: video editing and poster making.
- Languages: English Tem-8, Cantonese, Mandarin.
- Social media skills: familiar with Facebook, Ins, YouTube, Red, Weibo and etc.

SELF POSITIONING

- Reliable, responsible and have strong ownership of work.
- An ENFJ, outgoing, confident and passionate; have good communication and interpersonal skills
- Able to quickly adapt to new environments and acquire knowledge.
- Proactively seek challenges and always do post-project reviews.