Wanyuan Jin (Vita)

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Education

Sun Yat-sen University, B.M. in Exhibition Economy and Management   Sep 2016 – Jun 2020
- **GPA:** 3.9/4.0
- **Coursework:** Business Statistics (100/100, 1st); Marketing (90/100, 1st); Advanced Mathematics (98/100)
- School of Tourism Management ranked **#1 in Mainland China**, **#3 globally** (ShanghaiRanking 2024)

Research Interests

- **Research Areas**: Human Computer/AI Interaction, Mobile Commerce, Platform Ecosystem
- **Methodologies**: Empirical Econometrics Modelling, Applied Machine Learning, Field/Lab Experiments

Work Experience

Tencent – Product Manager (P8 Level)   Jul 2020 – Mar 2023

Selected into Tencent's highly competitive Elite Product Manager Program **(0.4% acceptance rate)** through campus recruitment. Promoted to P8 (mid-to-senior level) within three years, rotating across two departments. Led core system initiatives, coordinated cross-functional teams, and mentored four junior members and interns.

Tencent Appstore (Yingyongbao) – Product Planning Manager   Aug 2021 – Mar 2023

Led the full lifecycle development of a digital goods marketplace supporting over 730 games, engaging 700K+ paying users and generating monthly GMV (Gross Merchandise Value) of ¥60M+. Focused on end-to-end system design, data-driven monetization strategies, and user lifecycle management.

- **Platform Design & System Architecture**: Designed and deployed a modular, scalable marketplace platform for out-of-game virtual goods. Defined the architecture and process flow covering product catalog management, payment integration, coupon issuance, and post-sale services.
- **CRM System Development**: Built a precision customer relationship management system using RFM and CLV models within the WeCom (Tencent's enterprise messaging) ecosystem. Engineered behavior-tag-based segmentation and churn-risk prediction tools to enable targeted, automated engagement, boosting ARPPU (average revenue per paying user) to ¥600+ and increasing repurchase rates by 20%.
- **Data-Driven Pricing & Promotion**: Developed and optimized pricing models for the Game Monthly Pass subscription using perceived value and marginal utility frameworks. Delivered a 3.5x ROI through integrated pricing, bundling, and promotion mechanisms.
- **Product Analytics & Optimization**: Applied A/B testing, funnel analysis, and behavioral analytics to iteratively improve feature performance. Achieved a 17% increase in user conversion and 9% improvement in retention through data-informed interventions.

Tencent Live – Product Operations Manager   Jul 2020 – Jul 2021

Drove user acquisition and content creator activation for Tencent's livestreaming platform through community-based strategies and continuous user feedback loops.

- **User Research & System Feedback Integration**: Conducted over 50 qualitative interviews with streamers to identify product pain points. Collaborated with engineering to reduce CPU load by 50%, improving system stability for long-tail streamers.
- **UGC Activation via Growth Frameworks**: Applied the AARRR growth model to guide viewer-to-streamer conversion. Designed scalable community-building campaigns and low-barrier event mechanisms, successfully activating 1,000+ new streamers and generating 8,000+ high-engagement live sessions.

Research Experience

Skill Development & Independent Research   Apr 2023 – Present

Exploring Human–Computer and Human–AI Interaction through quantitative (lab/field experiments, SEM, regression), qualitative (interviews, content analysis), and computational methods (machine learning, NLP), with applications in mobile commerce and platform ecosystem.

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Engaged in structured self-training to strengthen empirical and computational research skills:

- **Advanced courses:** Completed *Generative AI, Machine Learning, and Deep Learning specializations* by Andrew Ng.
- **Transformer-based AI Practice:** Applied Hugging Face Transformers to tasks in NLP, computer vision, and speech processing; gained hands-on experience in model selection, application, and deployment.
- **Kaggle Projects**: Tackled real-world problems such as demand forecasting and image classification using ML/DL techniques (e.g., XGBoost, CNNs); developed complete pipelines from data preprocessing to model evaluation.
- **Research Replication**: Reproduced classical empirical studies using econometric methods (e.g., PSM, DID).

United Nations World Tourism Organization - Research Assistant   Aug 2018 - Sep 2018

Participated in a UNWTO-led sustainable tourism field study in Kaifeng, China, aimed at evaluating the city's cultural image and informing local policy

- **Quantitative Research:** Designed and conducted a large-scale tourist survey (N=1300); built a moderated mediation model (Destination Image → Perceived Authenticity → Place Attachment, moderated by Tourist Involvement) using PROCESS and SEM
- **Qualitative Research:** Performed thematic and sentiment analysis on web-scraped content and interview transcripts (50 interviews) to identify key perceptions and explore the cognitive-affective mechanism
- **Outcome:** Contributed to a UNWTO-issued report submitted to the Kaifeng government as policy guidance for sustainable tourism planning

Research Skills

Research Methodology

- **Econometrics**: DID (TWFE, Dynamic DID, CSDID, PSM-DID, Triple DID), Linear & Logistic Regression
- **AI**: ML (XGBoost, AutoML), DL (CNNs: MobileNet, ResNet; RNNs: LSTM), LLMs (BERT, GPT, Hugging Face)
- **Quantitative:** Lab/Field Experiments (Online Scenarios, A/B Testing), Mediation/Moderation Analysis, SEM
- **Qualitative:** Content Analysis (Web Scraping), Semi-structured Interviews

Programming: Python (TensorFlow, PyTorch, scikit-learn, pandas, NumPy, Matplotlib), R, SQL

Software & Tools: STATA, SPSS, AMOS, EasySpider, Credamo, Prolific, LaTeX, Zotero, Git

Languages: English (IELTS Overall 7.0 – R: 7.5, L: 7.0, W: 6.5, S: 6.0); Mandarin (Native)

Work in Progress

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Honors and Awards

- Tencent Elite Product Manager Data Analytics Certification (2020) – Score: 108/120
- Excellence Award, Tencent Live Platform Center (2020)
- Second Prize, International University Challenge at Future Leaders Forum (2019)
- First Prize, National Business Elite Competition (2018)
- National Encouragement Scholarship (2016-2019)
- The Second Outstanding Student Scholarship (2016-2017)

References

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Prof. Yaoqi Li (Professor of *Marketing* Course)
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