

VIVIEN XU

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EDUCATION

University of Edinburgh , United Kingdom	2024 - 2025
<ul style="list-style-type: none">MSc MarketingCourses: Consumer Behaviour, Marketing Research & Data Insight, Digital Marketing, Marketing Communications	
The Hong Kong University of Science and Technology , Hong Kong	2020 - 2024
<ul style="list-style-type: none">BSc Quantitative Finance – GPA: 3.9/4.3 (Academic Achievement Medal, Top 1%)Courses: Business Analytics, Business Application Programming, Effective Communication in Business	
New York University, Leonard N. Stern School of Business , United States	2022 - 2023
<ul style="list-style-type: none">Semester exchange	

EXPERIENCE

University of Edinburgh - <i>Student Ambassador</i> - Edinburgh	Oct 2024 – Now
<ul style="list-style-type: none">Communication: Led engagement webinar sessions for prospective international students, sharing program insights and experiences through presentations and Q&A sessionsContent creation: Responsible for digital content creation across blog posts and social media platforms, developing targeted messaging that effectively increased program visibility	
TikTok – <i>Growth Marketing</i> - Shanghai, China	Aug 2023- Jan 2024
<ul style="list-style-type: none">Strategy implementation: Drove a 48% growth in average revenue per advertiser through a series of targeted acquisition, nurturing and resurrection email strategyGraphic design: Created themed designs in collaboration with design agencies for email templates and landing page layouts using Figma and CanvaPost-campaign analysis: Utilized reporting platforms and SQL to track and analyse campaign results. Identified and tested optimisation strategies using A/B tests, increasing email click-to-open rate from 3% to 11.9%Communication: Coordinated meetings with internal and external stakeholders across time zones and oversaw the completion of projects	
Ernst & Young – <i>ESG Consulting</i> - Hong Kong	Jul 2023 - Aug 2023
<ul style="list-style-type: none">Market research: Analysed annual reports and industry trends to collect key data and insights in clients' operational model and benchmark against other industry peers for potential to achieve responsible business practice and sustainable growthPresentation: Designed decarbonisation roadmaps and strategies based on benchmark analysis and prepared presentation decks to ensure effective communicationData analysis: Conducted trend analysis based on client's past performance data and proposed actionable plans to support clients' sustainability initiatives	
China Construction Bank (Asia) - <i>Transaction Banking</i> - Hong Kong	Jun 2023 - Jul 2023
<ul style="list-style-type: none">Customer service: Effectively gathered and documented client information to improve client experience through proactive phone calls and interviewsData processing: Tracked client data and leveraged advanced excel skills to automate the financial summary process, reducing manual effort in data entry and validation	

LEADERSHIP ACTIVITIES

HSBC Life Insurance Innovation Competition – <i>Team Leader</i> - Hong Kong	2022
<ul style="list-style-type: none">Leadership: Organised weekly meetings and facilitated effective information exchange. Led the team to achieve First Runner-up in the Grand FinaleMarket research: Conducted SWOT and PESTEL analysis for positioning our product in the Asian insurance market and leverage competitive advantage against existing industry leaders	

China Entrepreneur Network – <i>External Relationship Manager</i> - Hong Kong	2020-2021
<ul style="list-style-type: none">Website & social media management: Maintained official website and social media accounts for promotional purposes	

OTHER SKILLS & QUALIFICATIONS

Skills: WordPress, SQL, Python, C++, HTML, R, VBA
Qualifications: Google Analytics Advanced, Google Ads Search, HubSpot Academy SEO
Language: English, Mandarin, Cantonese