

# MAI Huiying

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## EDUCATION BACKGROUND

The Chinese University of Hong Kong (CUHK)	09/2024-10/2025
MSc Marketing	
Central University of Finance and Economics (CUFE)	09/2020-06/2024
Bachelor of Management in Marketing (Big Data Marketing)	

## INTERNSHIP EXPERIENCES

<b>Pfizer China</b>	<b>Beijing, China</b>
<i>Intern of External Communication</i>	04/2024- 07/2024
<ul style="list-style-type: none"><li>Establish a good relationship with external communication channels and maintain multi-channel relationship with media, exhibitions and experts by organizing various workshops.</li><li>Improve and deploy the company's self media matrix, becoming the only company in the industry with comprehensive self media deployment. Independently complete video editing work, including the People's Daily Cancer Theme Conference video, to improve content quality and audience appeal. Achieved a video content fan conversion rate of more than 50%, significantly increasing brand influence.</li><li>Support the planning and design of Pfizer's promotional videos, graphics, booths, and accessories for the CIIE, independently innovate proposals and preliminarily design the Pfizer brand "guandan" poker.</li></ul>	
<b>Nestle China</b>	<b>Beijing, China</b>
<i>Marketing Intern of Nescafe</i>	06/2023- 12/2023
<ul style="list-style-type: none"><li>Participate in new product selection and winter new product promotional photography, assist in the key visual design and formulate the product launch programme and promotional strategy.</li><li>Participate in the preparation of the "Nescafe Freshly Ground Coffee" brand brochure structure, and be responsible for contacting agencies for the design and content, also arranging the long articles on the social media based on the extension of the content. Lead the design and extension application of brand accessories, complete the communication and production work of brand accessories. Assist sales department to develop online and offline promotion activities.</li><li>Responsible for key account image building and relationship maintenance, completing the selection of customers in each district, customising different marketing plans for different key account with different image support and promotion activity support, and producing and distributing specific material support into shops.</li><li>Develop new business models for channel customers. Analyze competitor independently, and assist the company to develop more competitive sales strategy and pricing strategy.</li></ul>	
<b>Tencent Music Entertainment Group</b>	<b>Beijing, China</b>
<i>Marketing Intern of long-form audio</i>	05/2022-06/2022
<ul style="list-style-type: none"><li>Participated in the new A-level audio drama product launch. Managed communication materials including copywriting and key visual of audio drama and post them on social media, creating a popular case that generates 4 times the usual user interaction.</li><li>Operated official accounts on various media platforms, and handled negative public opinion related to IP in crisis public relation. Maintained the relationship between users and partners, and activated interaction of users.</li></ul>	

## PUBLICATION

<b>Virtual Marketing of the Entertainment Industry in the Information Age: Building and Promotion of IPs—A Case Study of Luo Tianyi, ICAMM 2023 Paper ID: ICAMM-2583</b>	
<i>First Author</i>	2023

## RESEARCH AND PROJECTS

<b>3rd Prize Winner of the 17th "Challenge Cup" National College Student Entrepreneurship Competition, Beijing Division (For Independent Retail Stations in Vietnam Cross-border E-commerce)</b>	
<i>Team leader</i>	2022
<b>3rd Prize Winner of the 12th "Zhengda Cup" National College Student Market Survey and Analysis Competition, Beijing Division (For Consumer Characteristics and Preferences Analysis of VR Offline Experience Stores in Beijing)</b>	
<i>Team leader</i>	2022

## SKILLS

➤ <b>Languages:</b> English (IELTS 7.0), Chinese (Native), Cantonese(Native)
➤ <b>IT Skills:</b> Proficient in Microsoft Office, PS, PR, Adobe Lightroom (LR), Adobe After Effects (AE)
➤ <b>Interests:</b> Photography, Photography, Dancing, Singing, Travel, Piano, Fitness
➤ <b>Awards and Certificates:</b>
● 2020~2021 First-Class Scholarship for Comprehensive Development (Top 4%)
● 2020~2021 Excellent Scholarship for Academic Research and Innovation (Top 10%)