

# 李兰若

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## 教育经历

### 南加州大学

传媒管理专业硕士, GPA: 3.70/4.0

- 相关课程: 互联网营销、通讯与社交网络数据科学、全球营销、游戏产业的技术与文化、传媒管理学

洛杉矶, 美国

2019.07-2021.05

### 南京大学

广播电视专业学士, GPA: 3.85/4.0 (排名 4/23)

- 相关课程: 广播电视学、电影学、应用统计学、社会研究方法; 2015、2016 人民奖学金二等奖

南京, 中国

2014.09-2018.06

### 京都大学

交换生, 文学系

- 2016-2017 京都大学交换生奖学金

京都, 日本

2016.10-2017.03

英语能力: GRE 325+4.0; TOEFL 107

## 实习经历

### 字节跳动

休闲游戏海外商务实习生

- 参与海外游戏引进, 负责海外游戏引入及市场开拓项目管理 (150+项目), 分析并调整引入流程, 控制项目进程
- 执行竞品调研, 手机分析海外休闲游戏发行平台资本背景、引入流程、审核标准、分成比例等, 优化我方平台

北京, 中国

2020.08-2020.09

### IMAX

市场分析实习生

- 带领 8 人小组进行中国 2019 国庆档、2020 春节档共 9 部电影内容分析、中国电影市场趋势分析及票房预测, 撰写分析报告, 提供中国电影市场消费者洞察及电影投资建议

洛杉矶, 美国

2019.10-2020.01

### 益普索

社媒分析实习生

- 参与 4 个项目, 收集分析社媒平台大数据 (微博、微信、小红书等), 洞察消费者需求、市场趋势、竞品动态等。协助撰写分析报告 4 份, 为客户制定营销方案提供重要支持 (客户包括戴森、飞利浦、美的、妙卡等)

上海, 中国

2019.04-2019.06

### 通用磨坊-优诺酸奶

市场部 (新品研发方向) 实习生

- 收集优诺酸奶新品和酸奶市场主要竞品 (10+品牌) 每月动态及消费者评价, 撰写分析月报 4 份
- 参与优诺酸奶新品策划、全线产品包装更新等重要项目, 组织参与消费者调研活动 3 次, 根据消费者需求明确产品品牌定位, 对接内部各部门及外部供应商, 推动项目进展并把控成果
- 线下走访便利店、大型商超 30+家, 了解产品供货情况、售货员反馈、竞品线下营销活动等信息

上海, 中国

2018.06-2019.02

### 奥美

公关实习生

- 负责微信公众号、微博的原创内容撰写, 粉丝互动与维护, 收集、分析和整理用户反馈, 2 个月增粉 15%

上海, 中国

2017.10-2017.11

## 校园项目经历

### Twitter 数据分析-素食主义与抑郁倾向的联系

合作完成 (3 人组)

- 从 Twitter 平台爬取 3 万多条数据, 进行用户参与分析、语言分析、主题建模, 分析得出素食主义者情绪更负面、更焦虑

洛杉矶, 美国

2020.03-2020.05

### 宝洁 CEO 挑战赛

组长 (3 人组)

- 针对产品掌心包卫生巾绘制创意条漫《你好, 老朋友》, 表达女性成长主题的同时突出产品便携可爱的卖点, 获一致好评
- 设计并发放问卷 190 份, 挖掘产品优势、使用场景、用户特性等, 完成校园市场推广策划方案

洛杉矶, 美国

2020.01-2020.02

### DaisenBear 整合营销策划

合作完成 (5 人组)

- 联系客户, 为客户 DaisenBear (饰品品牌) 明确品牌定位, 撰写 25 页整合营销报告, 落地执行 4 个营销创意并完成展示

洛杉矶, 美国

2019.10-2019.11

## 技能及证书

- 技能: 平面设计 (Ps), 视频制作 (Pr), 数据分析 (SPSS, Python), 办公软件 (Word, Excel, PowerPoint)

## EDUCATION

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<b>University of Southern California</b>	Los Angeles, USA
<i>Master of Communication Management</i>	July 2019-May 2021
<b>Nanjing University</b>	Nanjing, CN
<i>Bachelor of Arts in Journalism and Communication</i>	September 2014-June 2018
Major: Broadcasting and Television	GPA: 4.47/5
<b>Kyoto University</b>	Kyoto, JPN
<i>Exchange Student in School of Letters</i>	October 2016-March 2017
<b>Language: English</b> (GRE 325+4.0, TOFEL 107)	

## INTERNSHIP EXPERIENCE

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<b>Bytedance</b>	Beijing, CN
<i>Ohayoo Business Development Intern</i>	August 2020-September 2020
<ul style="list-style-type: none"><li>Participated in the introduction of overseas casual games, took the responsibility of project management</li><li>Did researches on top casual game publishers to find ways to optimize Ohayoo introduction process</li></ul>	
<b>IMAX</b>	Los Angeles, US
<i>Market Analysis Intern</i>	October 2019-January 2020
<ul style="list-style-type: none"><li>Led a group of 8 people to analyze film content and market trend in Chinese market during the National Day window and the CNY window, provided box office forecasting, wrote analysis report on investment suggestions</li></ul>	
<b>Ipsos</b>	Shanghai, CN
<i>Social Intelligence &amp; Analytics Intern</i>	April 2019-June 2019
<ul style="list-style-type: none"><li>Participated in 4 projects, collected and analyzed data from social platforms, detected consumer demands, market trends, and competitor strategies</li><li>Participated in writing 4 analysis reports, provided clients with important reference on marketing strategies</li></ul>	
<b>General Mills</b>	Shanghai, CN
<i>Marketing Intern in Yoplait NPD(New Product Development) Team</i>	June 2018-February 2019
<ul style="list-style-type: none"><li>Collected information and consumer comments on new products of Yoplait and its main competitors(10+ brands), and produced 4 monthly reports</li><li>Participated in important projects including new products development, package renewal.</li><li>Organized or participated in 3 consumer surveys and clarified brand position according to the results</li><li>Visited 30+ offline channels(CVS, supermarkets) to know more about product supply situation, comments from salespersons, and competitors' offline marketing campaigns</li></ul>	
<b>Ogilvy</b>	Shanghai, CN
<i>PR Intern</i>	October 2017-November 2017
<ul style="list-style-type: none"><li>Responsible for operating social media accounts of Ogilvy China (WeChat and Weibo), followers increased by 15%</li><li>Communicated with followers and analyzed their responses</li></ul>	

## CAMPUS INVOLVEMENT

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<b>Twitter Data Analysis-Connection between Vegetarian and Depression Trend</b>	Los Angeles, US
<i>Member</i>	March 2020-May 2020
<ul style="list-style-type: none"><li>Collected more than 30,000 tweets and did user engagement analysis, linguistic analysis, and topic modeling, came to the conclusion that vegetarians were more anxious and showed more negative emotions</li></ul>	
<b>P&amp;G CEO Challenge Competition</b>	Los Angeles, US
<i>Member</i>	January 2020-February 2020
<ul style="list-style-type: none"><li>Produced a webtoon, <i>Hello Old Friend</i>, for Zhangxinbao (menstrual pad product), which focused on the growth of women and exhibited advantages of Zhangxinbao at the same time</li></ul>	
<b>DaisenBear Integrated Marketing Strategy</b>	Los Angeles, US
<i>Member</i>	October 2019-November 2019
<ul style="list-style-type: none"><li>Found a client, clarified brand position for DaisenBear(our client), wrote an integrated marketing report of 25 pages, executed 4 marketing ideas</li></ul>	

## SKILLS AND INTERESTS

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- Skills: Design(Ps, Pr), Data Analysis(SPSS, Python), Office Software(Word, Excel, PowerPoint)