Xiangxin Zhang

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EDUCATION

The University of Hong Kong, Hong Kong, China   November 2022

Master of Science in Marketing (CGPA: 3.85/4.30)

Distinction Degree, Merit-based Scholarship, Dean's Honours List (Top 5%)

Boston University Questrom School of Business, Boston, United States   May 2021

Bachelor of Science in Business Administration (CGPA: 3.49/4.00)

Dual Concentrations in Marketing and Retailing

Dean's List for Fall 2018, Spring 2020, Fall 2020, and Spring 2021 (Top 20%)

WORK EXPERIENCE

China Resources (Shenzhen) Co., Limited – MixC Shenzhen, Shen Zhen, China   February 2023- Present

Senior Membership Management Specialist, CRM Department

- Planned and executed 2 major sale events in a team of 3, creating 385M sales in 12 days
- Independently executed 1 regular sale event and launched a campaign that brought in 110K of sale with no cost in 7 days
- Planned and carried out membership events, involving 67 VIPs and creating 400K of sales with no cost
- Effectively improved sales of 10+ brands and boosted the daily sale of brand A by 87% (vs. month average)
- Published the new "Process Guidance for Dealing with Illegal Acquisition of Points (IAP)" and revised the workflow, improving the efficiency and accuracy of IAP-related work
- Responded to and resolved interdepartmental demands, including CRM exposure and selling schemes

INTERNSHIP EXPERIENCE

Sohu New Media Information Technology Co. Ltd, Beijing, China   February 2019-July 2019

Content Operation Intern, Campus Broker (Remote)

- Operated user community on "Hu You" App, responsible for in-community topics development and activities promotion
- Created original contents with different styles and user positioning; worked to improve DAU and user retention by deepening user interaction and stimulating community vitality

Jones Lang LaSalle, Chengdu, China   May 2019-June 2019

Intern Consultant, Commercial Properties Department

- Collated the tenant information of Sino-Ocean Taikoo Li Chengdu and Chengdu IFS
- Collected and analyzed commercial and residential information in Chengdu CBD and estimated growth of consumer population and business development prospects
- Assisted in feasibility study of real estate development projects based on urban macro environment analysis, competitive product project research, and consumer survey
- Carried out cost-benefit analysis for a project based on two schemes: residence use and commerce-residence mixed use
- Conducted market analysis on commerce, office, apartment, and hotel to refine overall positioning of real estate projects

Sina Weibo, Chengdu, China   June 2018-July 2018

Product Operation Intern, R&D Center

- Operated a video-sharing app, "Ai Dong", optimizing quantity and quality of content production to improve user experience
- Boosted the music play amount for two consecutive weeks: average of 86% (iOS) and 98% (Android)
- Strategized music operations, improving DAU by 200% (iOS) and 156% (Android) on average in two successive weeks
- Managed two official social media accounts and boosted weekly reading counts by 74% and page views by 24100%
- Assisted in planning and designing open-screen advertising
- Weekly debriefed on competing products' feature updates, press actions, etc.

PROJECT EXPERIENCE

Chengdu Taste (Food Blog/Influencer Account on Tencent), Chengdu, China   October 2015-Present
Initiator and Account Owner
- Strategized content operation and made over 15K posts for food reviews, receiving over 12 million page views
- Led a team of 5 to help enhancing 17 local restaurants' brand awareness by co-launching offline promotional activities

Tectrix, Chengdu, China   May 2016-June 2017
Co-founder
- Established a review website of consumer electronics (tectrix.cn) to help people make purchasing decisions
- Scripted, shot, and uploaded 2 videos to Youku and 3 review articles to own website, creating 2K views per video and 3K pages views per day

INFLUENCER EXPERIENCE

- **Little Red Book**: Since 2021, received 368K likes, 27K followers, and the hottest tweet received 57.29 million views and 150K likes
- **Zhihu.com:** Since December 2016**,** received 1.48 million reads, 9K likes and 4K+ followers
- **Bilibili.com:** since March 2018, received 650K views, 23K favorites, and 3K+ followers
- **Personal Website:** since March 2018, updated 15 versions, receiving 150K page views and 10K unique visitors from 869 cities

SKILLS

- **Language**: Mandarin (Native), Korean (Conversational)
- **Software**: Wix, SPSS, R, Tableau, Gephi, Excel Data Analysis Pack, MS Office, iMovie, Adobe Apps (LR, PS, PR)