

AUDREY TANG

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PROFILE INFO

Dynamic marketing specialist with strong experience in brand content planning, digital marketing, influencer collaboration, and private domain operations. Skilled in user insights analysis, cross-industry partnerships, and public opinion management. Proven track record in boosting engagement, driving sales growth, and building sustainable brand assets through integrated marketing strategies. Adaptable, data-driven, and passionate about creating impactful brand experiences.

EDUCATION

Jan 2021 - Apr 2022
KING'S COLLEGE LONDON

- MSc Digital Economy
- Core Courses: Digital Innovation, Digital Marketing, Data Analysis, Platform Economy

Sep 2016 - Jul 2020
UNIVERSITY OF NOTTINGHAM
NINGBO CHINA

- BSc International Economics and Trade
- Core Course: Econometrics, Quantitative Business Analysis, Macroeconomics and Microeconomics

SKILLS

- Creative Thinking
- Effective Communication
- Critical Thinking
- Data Analysis
- Excel/Word/PowerPoint

LANGUAGES

- Chinese(Native)
- English (Fluent)

WORK EXPERIENCE

Ningbo Yikun Sports Co.,Ltd.
Brand Marketing Specialist

Dec 2022 - Dec 2025

- **Brand Campaigns:** Led year-round brand marketing campaigns with the core message "Born for Disc Sports," integrating product design, TVC, cross-industry collaborations, influencer marketing, and private domain growth, achieving a **50x** engagement increase in WeChat Channels.
- **Market Research:** Conducted user research and competitive analysis to identify young women as the key growth audience; launched targeted campaigns that tripled average social media engagement and increased GMV by 25%.
- **Cross-Brand Collaborations:** Planned and executed 40+ co-branding projects with top partners including Dunhuang Museum, Howl's Moving Castle, and Mango TV; co-created content Alipay's "Collect Five Blessings" campaign ranked top among the trending topics on the day in Weibo.
- **Influencer Operations:** Built a 1000+ influencer network via WeChat Mini Program. Launched overseas ambassador initiative, onboarding 17 global influencers.
- **CRM:** Led and developed the Yikun mini-program, acquiring 1,000+ users in one week with a 65% next-day retention rate, and led the launch of the brand's new official website.

INTERNSHIP EXPERIENCE

Digital Luxury Group

Account Executive Intern

Clients: Vacheron Constantin (Jul-Sep 2019), Pandora Jewelry (Aug-Nov 2020)

- **Data Analytics:** Delivered weekly/monthly reports to optimize marketing strategies.
- **Campaigns:** Co-planned social media pre-launch strategy for Pandora brand ambassador Greg Hsu, setting the communication direction during the warm-up phase.
- **Reputation Management:** Co-planned the "Pandora Renewal Project," led the development of a KOL risk assessment model, matched 50+ influencers, and reduced negative feedback by 90%.
- **Community Management:** Boosted engagement on WeChat/Weibo through content and event planning.