

Yuqing Tang's

PORTFOLIO

ABOUT ME

WORKS

WHAT I DID

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ABOUT ME



EDUCATION

2021.1-2022.04

King' s College London (Top 40 in QS rankings)
Digital Economics - Master

2016.09-2020.07

University of Nottingham Ningbo China (Sino-foreign joint university)
International Economics and Trade - Bachelor

I may look tall and strong, but I' m a
woman 🥹

Highly efficient at
getting things done

A very fast
learner

A planner who can' t write copy is not a good
model

Humanities and social
sciences matter

I' m good at interviews because I
love gossip

Insight + thought + emotion = good
ideas

INFJ: Insightful ✅

WHAT I DID



DIGITAL LUXURY GROUP

2019.07-2019.09
Account Executive (Intern)

Client: Vacheron Constantin

- Industry research
- Data monitoring
- H5 operations



DIGITAL LUXURY GROUP

2020.08-2020.11
Account Executive (Intern)

Client: Pandora Jewelry

- Campaign planning
- Influencer placements
- Public opinion monitoring
- KOS operations



Ningbo Yikun Sporting Goods Co., Ltd.

2022.12-2025.12
Brand Marketing Specialist

- Campaign & copywriting
- Brand marketing
- Influencer placements
- Co-branded partnerships
- Social media operations
- Market research

WHAT I DID



Brand Value System Development



- Quarterly content planning
- Brand value articulation
- Brand origin narrative
- User personas
- Visual direction



Campaign Planning



- Brand Campaign
- Brand collaboration campaigns
- Recurring fan-engagement campaigns
- User engagement planning
- Offline project planning



Copywriting



- Brand campaign slogans
- E-commerce product detail pages
- Brand/product/campaign copywriting
- Offline event rules copywriting
- Video scripts

WORKS DISPLAY

A. Brand & Value

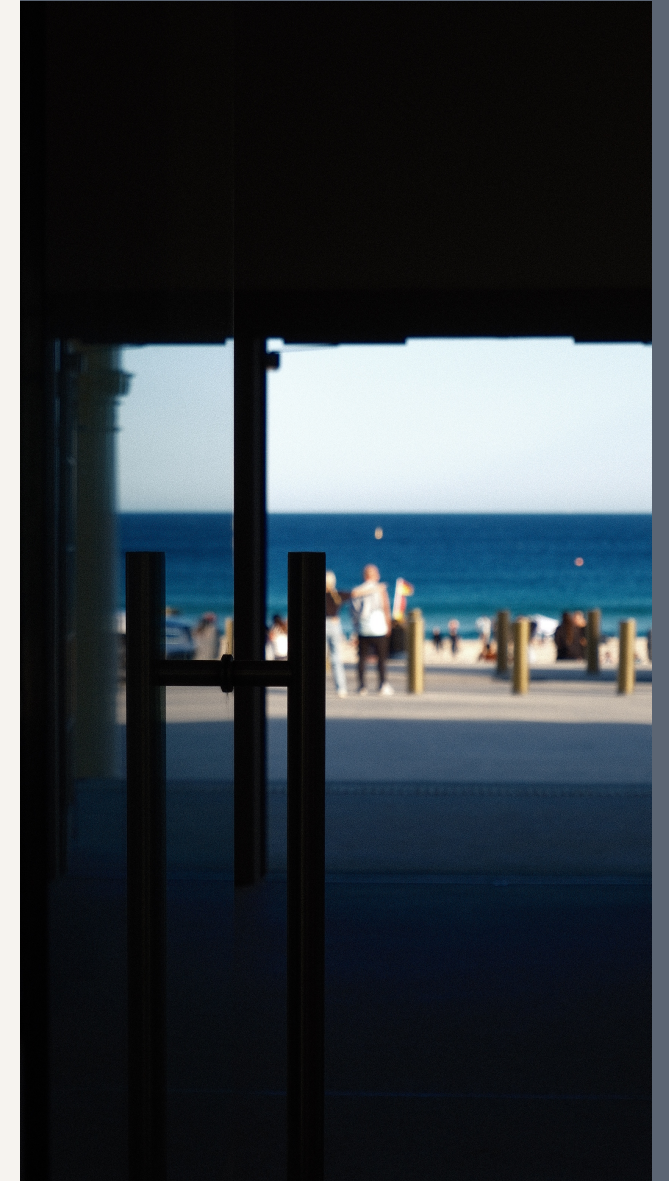
Brand research & analysis
Brand value articulation
Visual direction

B. Content & Comms

Brand Campaign
Brand collaboration campaigns
Recurring fan engagement

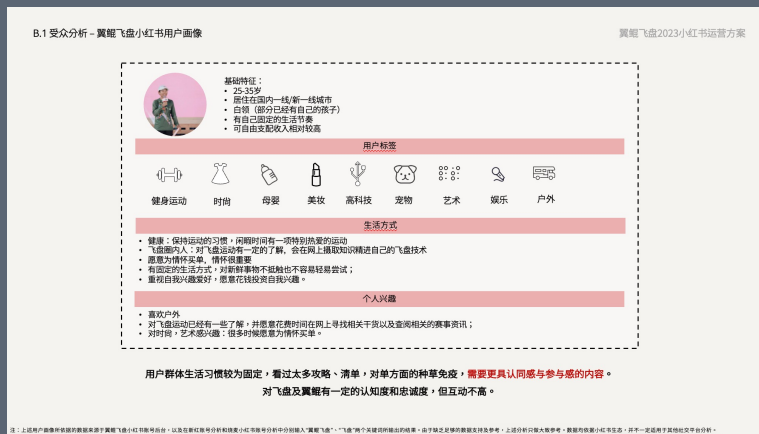
C. Copywriting

Brand/product/campaign
copywriting



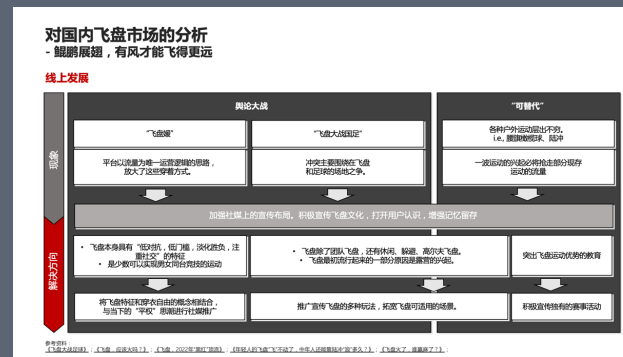
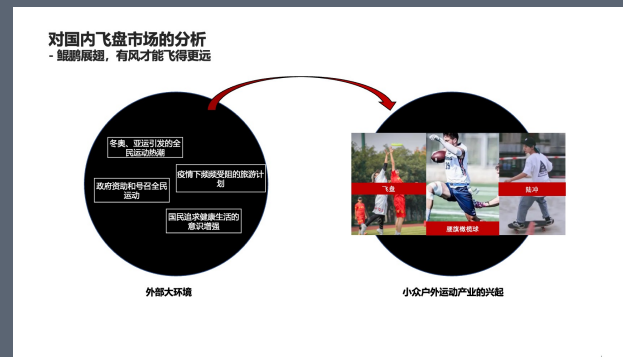
User Personas & Platform Research

Analyze the brand audience using Xiaohongshu backend data, third-party data, and the Xiaohongshu ecosystem to provide precise user personas and platform operation plans

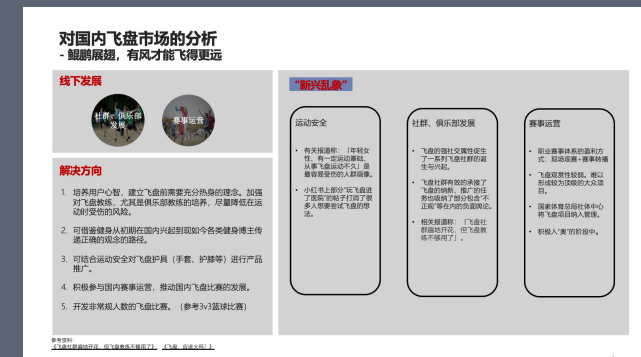


Brand Research

Analyze the brand audience using industry research reports, third-party data, and platform ecosystem insights to provide an analysis report



The research began when I joined the company; by the time I left, most recommendations from the report had been adopted by the brand





B-5. 总结

我们的挑战

翼能飞盘2023
年度营销规划方案

产品端

被抄袭
盘裂了

在国内飞盘用户日益增高的社交
媒体小红书上, 相关的产品负面
舆情非常多, 会进一步拖累品牌
形象

内容端

内容单一
审美疲劳

通过以品牌联名扩大了粉丝圈层,
通过赛事运营植入专业的粉丝心
智, 但内容较为单一重复, 也缺
乏品牌形象相关的内容。

粉丝端

少有重合
不太忠诚

路人粉丝与品牌忠实粉丝有部分
重合, 大量的游离路人粉需要更
近一步的粘附和激活。

C-1. 分析

而这些留下来的TA们, 又
是被什么吸引的呢?

TA是

不知道是喜欢飞盘还是喜欢一起玩飞盘的这群人

每次听见sideline的喊声都觉得充满了力量

我现在在周末一起出去喝酒逛街的朋友, 包括我现在
生意的合伙人都是玩飞盘认识的

飞盘传递快乐 认识了一群同频的朋友

有无数次想要放弃的瞬间都被队友感动了回来



或许对飞盘不单单只是热爱, 飞盘传递的也
并不只是快乐。
飞盘的每一次交接, 并不只是对胜利的向
往, 也是人与人之间产生连接的过程。

C-1. 分析

趋势分析

翼能飞盘2023
年度营销规划方案YIKUN DISCS 2023
DIGITAL MARKET PLANNING兴趣消费成重要经济趋势,
“悦己”和“社交”成主要原因

飞盘热度高涨, 留下了一批真正被飞盘魅力
吸引的玩家。
而UGC内容主体也从打卡式飞盘转向飞盘竞
技

C-2. 策略

针对已有/潜在消费者来说, 只说自己的热爱和对产品的坚持并不
足以引起消费者共鸣, 需要更多的附加情绪支撑因此在传播上, 结合现有消费者需求/市场调研,
建议社媒的重发方向应为:生而热爱
(而热爱将我们连接)

Brand Yearly Campaign

Campaigns | Execution | TVC scripts | Visual & content

Project Background:

To build and strengthen the brand image, I planned and executed year-round campaigns around the annual strategy and “Born to Love,” using market and consumer insights. Work included concepts, video scripts, and social promotion.

Project Highlights:

Research showed “Born for Disc Sports” alone did not resonate. I proposed “Born for Disc Sports, and Love Connects Us,” shifting from brand storytelling to brand-user interaction.

Initial Project Concept:

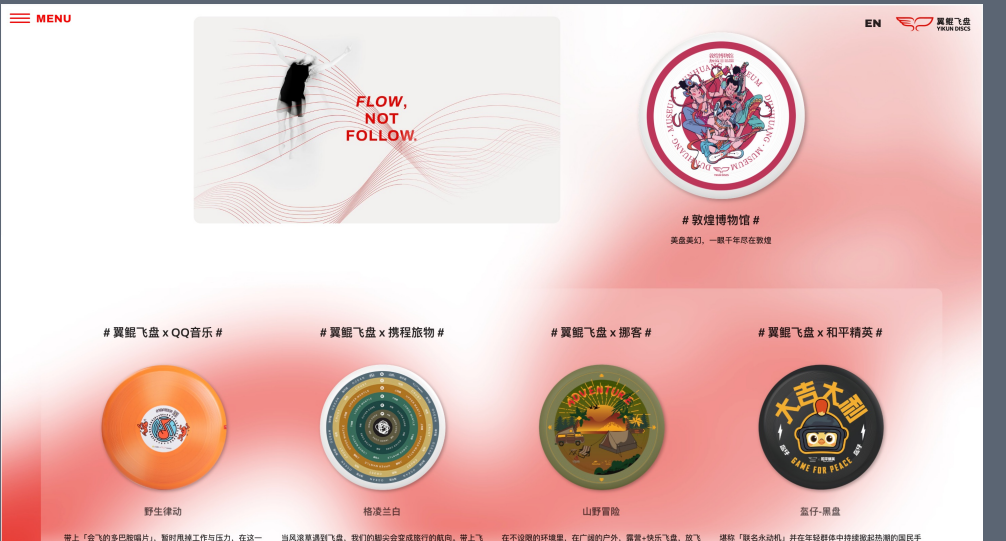
The flying disc is a medium; every pass and catch creates a connection. The birth of things; the expression of emotion; the exchange of souls. Its flight is beautiful; its trajectory makes you want to chase it. In pursuit, the disc becomes something to love. It brings us together, in sync and with strength. Love becomes the reason and answer for everything.

Project Outcome:

Brand core-asset TVC; related products reached 400K+ monthly GMV.

Visual Direction

Planned and coordinated the development of the brand’ s new website, ensuring consistency with the brand VI while delivering a trendy, dynamic visual effect



Brand Campaign

Core concept copy | Campaign content | Competition documentary TVC

Project Background:

The first China Women's Ultimate Frisbee League launched after International Women's Day, needing event communications and brand promotion.

- Women-focused narratives felt repetitive after the holiday. Social feedback and audience analysis revealed female players' challenges, leading to the concept

Project Concept:

GLIMPSE OF GIRL POWER

Sweat on the skin is beautiful;
mud on clothes can be adornment;
turf-burned scars shine in sunlight.

You've felt it—
running and leaping,
catching the disc,
passion rising within.

The blazing sun
nurtures resilience,
torrential rain makes
you grow wild,
run, jump;
attack, defend.
Seek every
opportunity,
you have limitless
possibilities.



Brand Collaboration

Concept planning | Product visuals | Project execution | Collaborative TVC

With the goal of expanding campaign reach, I led communications for co-branded projects. I handled the coordination, planning, and execution of collaborations including Alipay's Five Blessings, QQ Music, Dunhuang Museum, and Picasso.



Co-branded Flying Disc



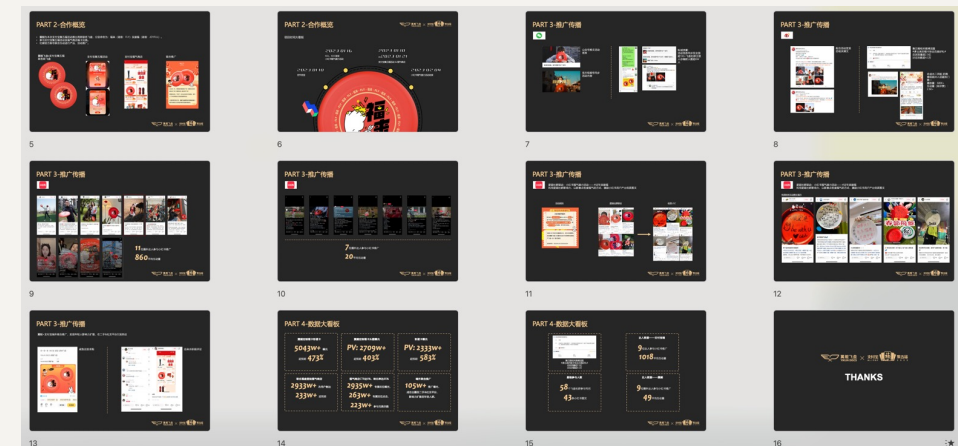
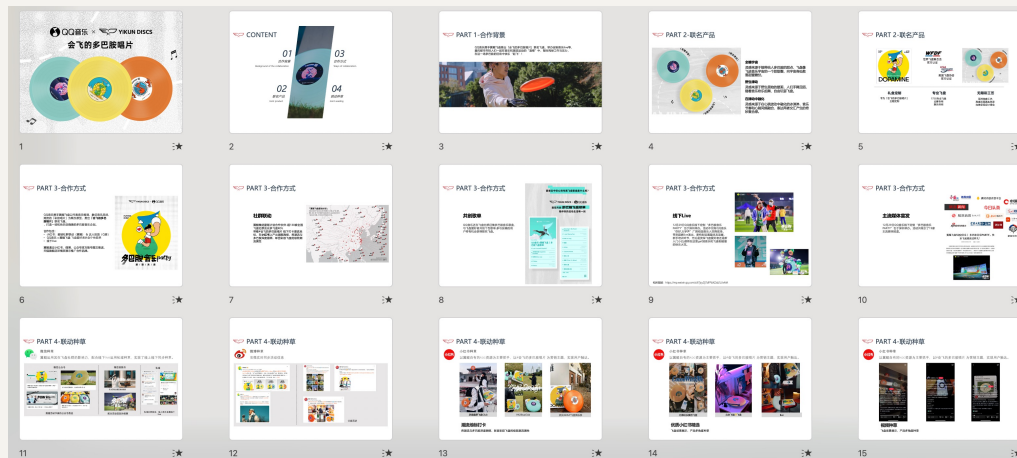
Collaborative TVC



Co-branded Flying Disc



Collaborative TVC

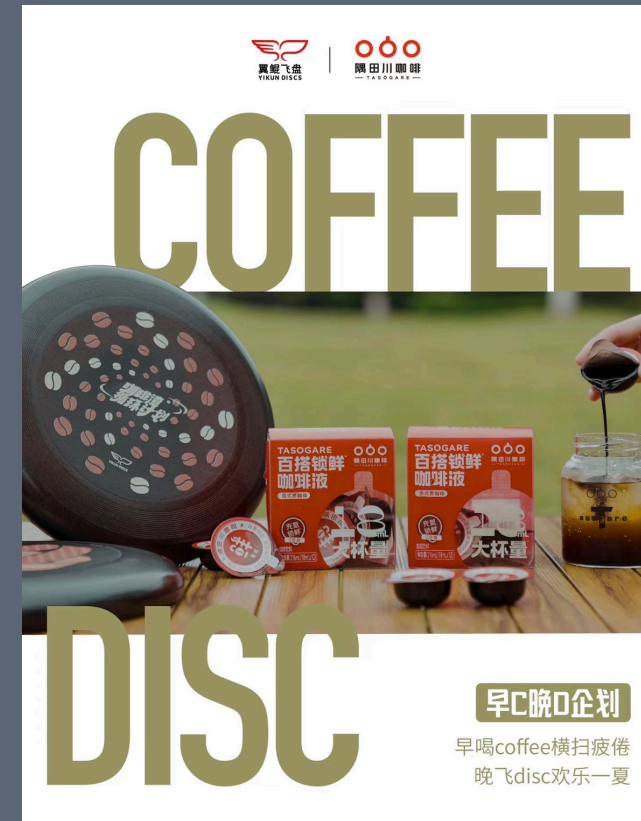


Recurring Fan Engagement Campaign

Concept planning | H5 design | Campaign copy

Before Singles' Day, I wanted to create an H5 that could regularly release fan benefits, encourage user interaction, and drive traffic to the brand's WeCom account





The flying disc uses coffee grounds as a material, revealed at the Ningbo Coffee Festival.

After launch, I partnered with Saturnbird Coffee on a Xiaohongshu fan campaign for the Asian Games.

Inspired by coffee grounds, I promoted the product through snack-style packaging

(I was also the product model for this item...)

THANKS FOR WATCHING!!!



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