

EDUCATION

University of Nottingham Ningbo China | Nottingham University Business School

Ningbo, China

Bachelor of Science in International Business Economics

Sep 2023 – Present

Academic Distinctions: Top 1% in Human Resource Management with International Perspectives and Trends in Work and Organisations.

Relevant Coursework: *Industrial Economics I & II, Firm Strategy and Internationalisation, Principles of Econometrics, Quantitative Methods 1b & 2A, Human Resource Management with International Perspectives, Trends in Work and Organisations.*

Peking University

Beijing, China

Summer Course in Media and International Relations

Jul 2024 – Aug 2024

Academic Experience: Studied under Prof. Chen Kaihe, final mark: 92/100.

PROJECT EXPERIENCE

Trust by Design: AI Disclosure and Consumer Choice in Recommerce

Independent Researcher

Jun 2026 – Sep 2026

- Designed a 2×2 randomised consumer experiment testing how AI recommendation disclosure and economic versus sustainability framing influence purchase intention, recommendation credibility, perceived transparency, and platform trust, creating four controlled product-page conditions with identical pricing, product quality, authenticity, and interface information.
- Developed a structured market-audit framework for approximately 90 recommerce interfaces across three major platforms, coding recommendation cues, price framing, sustainability claims, authenticity assurance, social proof, and product-condition information to inform experimental stimuli and identify recurring consumer trust signals.
- Built the end-to-end research protocol covering a 40–60-participant pilot, manipulation checks, questionnaire design, random assignment, and a main study targeting 600 valid respondents; adapted established consumer-behaviour scales and defined objective response-quality and sample-exclusion criteria before analysis.
- Specified a preregistered marketing-analytics framework using HC3 robust OLS, interaction analysis, logistic regression, reliability testing, and 5,000-resample bootstrap mediation, with heterogeneity analysis across AI familiarity, environmental concern, and recommerce experience to derive recommendations for AI disclosure, message framing, and customer segmentation.

Guancha AI Product Manager Bootcamp | UniRadar Graduate Application Project

Independent Product Manager & Outstanding Lead Teaching Assistant

Jun 2026 – Jul 2026

- Led end-to-end product discovery and MVP scoping for an AI-enabled postgraduate-application platform, identifying three priority pain points and defining the user journey, value proposition, and product scope around programme interpretation, profile assessment, and preparation planning.
- Designed a four-module multi-agent architecture in TokenDance covering programme decoding, applicant profiling, gap assessment, and SMART planning; implemented intent recognition, structured JSON outputs, matching logic, and tiered model routing.
- Built and deployed the product website with Codex and coding agents, integrated model APIs, and tested authentication, quota management, token usage, structured outputs, and exception handling; improved output consistency through few-shot prompting and fallback logic.
- Developed a freemium monetisation model and paid-feature roadmap and evaluated output completeness, routing accuracy, factual reliability, and actionability; as Lead Teaching Assistant, reviewed participant submissions and provided structured product and implementation feedback.

Chinese Culture Course Reading Column

Editor-in-Chief

Sep 2025 – May 2026

- Developed audience segmentation and content strategy for a university reading column serving approximately 2,800 users, aligning topic selection, publication cadence, and promotional channels with student interests and course objectives.
- Designed and analysed 16 A/B tests across 12 releases, improving engagement by 21% and registration conversion by 12% through iterations to titles, cover designs, publishing times, and calls to action.
- Built a content-to-community growth loop using WeChat articles, Canva and Figma assets, and offline events, converting editorial engagement into sustained participation and repeat readership.

ESG Professional League

Publicity and External Relations Officer

Mar 2025 – Jun 2026

- Planned publicity and external-relations activities for a programme with a reachable audience of approximately 5,000, coordinating campaign messaging, channel selection, partner outreach, and event communications.
- Delivered nine integrated campaigns and 24 promotional assets, increasing click-through rate by 29%, reducing cost per click by 17%, and achieving an average registration-conversion rate of approximately 8.6%.
- Analysed 84 campaign observations in Excel and used multiple regression to identify performance drivers, producing a model with $R^2 = 0.58$ and translating results into recommendations for channel allocation and content optimisation.

Yoki Podcast | Personal Brand and Content Strategy Project

Independent Producer

Jan 2025 – Present

- Reviewed 15 peer podcasts to define audience positioning, content pillars, episode formats, and differentiation for a personal-brand podcast.
- Produced ten episodes and conducted 18 A/B tests on titles, cover designs, release timing, and content structure, increasing play-through rate by 22% and completion rate by 16%.
- Compiled 60 episode-platform observations and used multiple regression to evaluate audience-response drivers, achieving $R^2 = 0.52$ and applying the findings to subsequent content planning.

INTERNSHIP EXPERIENCE

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PR and Reputation Management Intern

Shanghai, China

Aug 2026 – Present

- Built two production-ready AI-enabled PR intelligence agents, delivering an MVP in three days and completing ten iterations over three weeks to support issue monitoring, trend analysis, and reputation-response research.
- Developed a five-dimension, six-market trend-research framework and expanded coverage by 13 sources, combining entity, analogous-case, and reverse searches with Google Trends, Douyin Index, and Xiaohongshu signals.
- Designed an eight-stage quality-assurance and decision workflow covering relevance checks, precedent review, exclusion logic, human review, and search audits to improve the reliability and traceability of generated insights.
- Converted the agents into a reusable team workflow with logs, checklists, a knowledge base, and version controls, and trained one master's-level intern to operate and maintain the process.

Nottingham University Business School China | Communications & Marketing Office

Communications and Marketing Intern

Ningbo, China

Nov 2025 – Present

- Supported brand positioning and student-recruitment communications across WeChat, Xiaohongshu, Douyin, Bilibili, and LinkedIn, adapting narratives and creative formats to platform-specific audiences.
- Owned 13 alumni and graduate profiles from background research and interviews through narrative development, writing, approval, and publication, while managing editorial workflows and stakeholder feedback in Notion.
- Built an Excel-based cross-platform performance tracker using PivotTables, dynamic filters, and comparative metrics to monitor reach, engagement, and content performance and inform follow-up decisions.
- Published more than ten profiles that each received over 3,000 views—approximately three times the typical level—with the strongest article reaching approximately 10,000 views.

DiDi Chuxing

Marketing Intern, Government Affairs and User Growth

China

Nov 2025 – Jan 2026

- Supported an offline-to-online acquisition funnel across three universities, coordinating activation planning, on-site conversion, registration tracking, and follow-up communication to generate more than 2,100 registrations, averaging over 700 per activation.
- Created and maintained a tracker for more than 100 government-escalated and compliance-sensitive cases, clarifying ownership, status, evidence, and deadlines and helping clear 100% of the historical backlog.
- Improved the driver service-recovery workflow by consolidating case information, aligning response steps, and accelerating handovers; processed six urgent cases within 30 minutes during a peak period.
- Synthesised complaint themes, customer-experience issues, and retention signals and coordinated case handovers across relevant teams to support service improvement and operational follow-up.

Yunnan Meirunmei International Trade Co., Ltd.

Finance and Event Operations Intern

Yunnan, China

Jun 2025 – Aug 2025

- Supported the execution framework for the Greater Mekong Subregion Natural Rubber Industry Cooperation Matchmaking Conference, coordinating schedules, materials, participant information, and on-site requirements.
- Assisted cross-border B2B stakeholder engagement by organising company and participant information, documenting business needs, and supporting communication among industry representatives.
- Maintained transaction controls for rubber orders by cross-checking invoices, customs documents, sales records, and delivery information and flagging discrepancies for follow-up.
- Built batch-level inventory and sales trackers, supported account reconciliation, and prepared documentation for bank-credit processes, improving the traceability of operational and financial records.

Lefu Law Firm

Legal and Business Assistant Intern

Yunnan, China

May 2024 – Jul 2024

- Supported due diligence for a pharmaceutical-sector merger and acquisition by reviewing corporate, transaction, and compliance materials and organising findings for the legal team.
- Built a structured database of more than 80 policy and industry records, improving retrieval and comparison across legal and business research tasks.
- Analysed policies related to Yunnan's resource economy, industrial-park economy, and port economy from 2016 to 2022, summarising policy evolution, implementation priorities, and business implications.
- Maintained action trackers and project documentation, supporting task coordination, version control, and timely follow-up across legal and commercial workstreams.

SKILLS

AI and Product: AI agent and multi-agent workflow design, prompt engineering, model API integration, structured JSON outputs, intent recognition, model routing, few-shot and fallback design, and AI workflow quality assurance.

Data and Analytics: Advanced Excel, including PivotTables, lookups, dynamic filters, and conditional formatting; funnel analysis, A/B testing, multiple regression, and marketing and audience analytics.

Tools: Codex and coding agents, TokenDance, Notion, PowerPoint, Figma, Canva, WeChat Analytics, Google Trends, Douyin Index, and Xiaohongshu.