

Yulun Liu

Hong Kong or Shenzhen | Available immediately | 17362998007@163.com | +852 46199748

Available for internship 3-4 days per week

Personal website: <https://yulun-liu-portfolio2.pages.dev/>

EDUCATION

The University of Hong Kong

MA in Literary and Cultural Studies | Expected graduation: November 2027

University College London

MA in Creative & Collaborative Enterprise, Department of Anthropology | Merit

Wuhan University

BA in Drama and Film Literature | Second Degree in Business Administration | GPA: 3.70/4.00

London, UK Sept 2021 - Dec 2022

Wuhan, China Sept 2016 - Jun 2020

SELECTED PROFESSIONAL EXPERIENCE

To Summer

Shanghai Jan 2023 - Dec 2025

Integrated Marketing & Public-facing Event Operations | Full-time

- Planned and supported 20+ public cultural salons, exhibitions, store openings and cross-sector collaborations; prepared run sheets, registration and reception arrangements, coordinated materials and on-site transitions, and responded to unexpected issues.
- Liaised with artists, scholars, media, VIP clients and suppliers, including representatives from Harper's Bazaar and Upper Class; supported guest briefings, interviews and visitor-facing communication with a polished and audience-aware approach.
- Turned event and brand information into exhibition copy, social posts, photographs and videos; coordinated two marketing interns and online-offline delivery schedules, with related content receiving 100,000+ cumulative reads.

L'OREAL China | CARITA

China Jun 2022 - Sept 2022

Marketing Summer Intern

- Served as CARITA's first and only summer intern in China during the premium skincare brand's 2022 market entry, supporting Product Marketing, PR, CRM and Trade Marketing workstreams.
- Conducted market and competitor research for premium skincare, tracked product and competitor feedback and data, and supported launch and pre-launch marketing planning.
- Compiled backend business data into weekly and monthly CRM reports and dashboards, supporting VIP lifecycle analysis; helped plan and follow up five opening events and salons, contributing to a 10% increase in counter traffic the following month.
- Screened 1,000+ KOL/KOC candidates and reviewed 50+ posts; coordinated vendors, event processes and materials, and supported allocation and usage guidance for in-store PLV materials.

Tencent | Penguin Esports

Shenzhen Jul 2019 - Nov 2019

Product Operations Summer Intern | Full-time Return Offer (1/10)

- Used user research and data analysis to identify product needs, worked with development teams on product improvements, and independently built a guild-satisfaction survey entry to support refinement of the guild reward and penalty mechanism.
- Cleaned and organised large volumes of signed-contract data, calculated follower activity value and gross margin, and improved contract drafting, approval and renewal workflows, increasing approval efficiency by 40%.
- Benchmarked and refined guild policies across onboarding, conduct, scoring, incentives, settlement, complaints, reactivation and renewal; guild retention increased by 30%, the best result of the quarter.
- Coordinated collaboration between Peacekeeper Elite and PCG's news-feed business for Season 1 of Glory Girls, turning event data into product insights that contributed to a 12% increase in monthly user activity; proposed the Guild Voice project and received a full-time return offer (1 of 10).

YU Gallery

Shanghai Jan 2023 - Jun 2026

Brand Operations | Former Partner

- The brand's accounts across platforms currently have 150K followers and 300K likes and saves. By the latest reporting date, historical cumulative users had reached 100,000; the brand ranked among Tmall's Top 10 New Chinese-style womenswear stores and the category's Top 10 for annual repurchase rate in the latest weekly ranking.
- Defined a brand concept combining the aesthetics of traditional Chinese craftsmanship with modern design. During the 0-to-1 stage, independently planned and established the full business chain from concept, design and production to sales, after-sales service and deeper customer-value development.
- Developed hands-on expertise in digital marketing and traffic acquisition across major social platforms, particularly Xiaohongshu / RED and Taobao, and built a network of nearly 1,000 MCNs, KOLs and celebrity contacts. A campaign using a RMB 5,000 budget generated more than RMB 200,000 in single-day sales, providing frontline experience in marketing and performance advertising for emerging consumer brands.

UCL Department of Anthropology

London, UK Sept 2021 - Dec 2022

Student Assistant | Part-time

- Administrative support: organised research materials for a six-month ethnographic project on the overseas reception of Chinese qipao culture and coordinated communication within a multicultural student team.
- Visitor and exhibition support: prepared presentation materials, posters and display content for the department's annual public showcase, which attracted 1,000+ visitors.
- Content communication: translated research findings into accessible visual and written materials so visitors from different backgrounds could understand the academic project clearly.

Wuhan University | Student Union External Relations & Ziqiang Honor Class

Wuhan, China Sept 2018 - Sept 2020

Head of External Relations, Admissions Film Student Lead & Programme Support | Project-based

- Served as Head of News & External Relations of the Wuhan University Student Union from 2019 to 2020, managing a 50+ member external-relations and publicity team, coordinating on- and off-campus merchant resources and student benefits, and increasing the reach of external-relations welfare activities by 20% during the term.
- Served as student executive producer and project lead for Wuhan University's 2019 official admissions film; the film was reposted by government-affiliated and university media accounts and received 100,000+ cumulative reads.
- Student support: supported activity planning and operations for admissions talks, the open day and intensive training for the second Ziqiang Entrepreneurship Honor Class, including student recruitment, enquiries and on-site coordination.
- Administrative coordination: supported university-enterprise practice projects, liaised with internal and external partners, collected student feedback to improve training, and revised the student handbook while organising and archiving programme materials and schedules.

CORE SKILLS

Professional Competencies

[Communication] Strong written and spoken Chinese and English, with confident presentation skills and the ability to deliver content to a professional standard
[Collaboration] Careful, organised and flexible, able to coordinate internal and external stakeholders and make effective use of local and global company resources [Idea Generation] Innovative and highly engaged with Gen Z trends, new technologies and emerging skills, with the ability to independently create engaging marketing materials and digital content [Quantitative Skills] Strong data-analysis skills, able to interpret data effectively and use findings to achieve objectives [Project Management] Strong time management and ability to work under pressure, respond to uncertainty, integrate different views and keep projects on schedule

AI-assisted & Software Tools

ChatGPT; Codex; Claude; n8n; Lovart; GPT-Image 2; Tapnow; Canva; Gemini Notebook; Final Cut Pro X; Adobe After Effects; Adobe Premiere Pro; Adobe Photoshop; Adobe Illustrator; Adobe InDesign; Microsoft Excel, Word and PowerPoint; MySQL; BI tools

Languages & Certifications

English: professional working proficiency; IELTS 7.0, all components 6.5 or above
Mandarin: native; Putonghua Proficiency Test Grade 2A certificate
Cantonese: daily communication

LEADERSHIP & AWARDS

- First Prize, China Region, National Advertising Art Design Competition for College Students (2018), as director of the awarded film project
- Top 10 Influential Students of Wuhan University (2020)
- Member, Wuhan University Ziqiang Honor Class (top 1% cohort)
- First-Class Scholarship, Wuhan University (top 5%, 2017-2019)

刘誉伦

香港或深圳 | 随时到岗 | 17362998007@163.com | +852 46199748

每周可实习3-4天

个人网站: <https://yulun-liu-portfolio2.pages.dev/>

教育背景

香港大学

文学与文化研究 | 预计 2027年 11月毕业

伦敦大学学院 UCL

英国伦敦 2021.09 - 2022.12

创意协作企业硕士 | 人类学系 | Merit

武汉大学

中国武汉 2016.09 - 2020.06

戏剧影视文学学士 | 工商管理双学位 | GPA: 3.70/4.00

精选专业经历

观夏 To Summer

上海 2023.01 - 2025.12

整合营销及公众活动运营 | 全职

- 策划及支持执行 20余场面向公众的文化沙龙、艺术展览、新店开幕及跨界合作; 准备流程、报名及接待安排, 协调物料与现场衔接, 并及时处理突发情况。
- 联络艺术家、学者、媒体、VIP客户及供应商, 包括《时尚芭莎》《上城士》等媒体代表; 支持嘉宾沟通、采访及面向访客的现场介绍, 重视表达形象与受众感受。
- 将活动及品牌信息转化为展陈文案、社交媒体图文、照片及影片; 指导 2名市场部实习生并统筹线上线下交付进度, 相关内容累计获得 10万+阅读。

欧莱雅中国 | CARITA

中国 2022.06 - 2022.09

市场营销暑期实习生

- 在高端护肤品牌 CARITA于 2022年进入中国期间, 担任其首位及唯一的中国区暑期实习生, 同时支持产品、公共关系、客户关系管理及终端营销业务。
- 开展高端护肤品市场及竞品调研, 跟踪产品与竞品反馈及数据, 支持新品上市及预热期营销方案制定。
- 通过后台整理业务数据, 制作客户关系管理周报、月报及数据看板, 支持 VIP用户生命周期分析; 参与策划并跟进 5场开业活动与沙龙, 次月柜台人流增长 10%。
- 筛选 KOL/KOC 1,000+, 审核合作稿件 50+; 对接供应商、活动流程及物料, 并支持线下店铺 PLV物料的分配及使用指导。

腾讯 | 企鹅电竞

深圳 2019.07 - 2019.11

产品运营暑期实习生 | 获得全职留用 (1/10)

- 通过用户调研及数据分析挖掘产品需求, 与开发团队协同优化产品; 独立建设公会满意度调查入口, 支持完善公会奖惩机制。
- 清洗及整理大量签约合同数据, 计算粉丝活跃价值与活跃价值毛利, 并优化合同草拟、审批及刷新流程, 审批效率提升 40%。
- 从入会、行为规范、评分、激励、结算、投诉、召回及续约等维度完成竞品公会政策分析并优化政策体系; 公会留存率提升 30%, 为当季度最佳成绩。
- 负责热门游戏《和平精英》与 PCCG信息流业务在第一季《荣耀美少女》中的拓展协同, 将活动用户数据转化为产品洞察, 当月用户活跃度提升 12%; 独立提出“公会声音”项目并获得全职留用 (1/10)。

YU Gallery

上海 2023.01 - 2026.06

品牌运营 | 前合伙人

- 全网账号目前拥有 150K粉丝及 300K赞好及收藏; 截至统计日前, 历史累计用户数达 10万。品牌曾入选天猫新风女装店铺 Top 10, 并列该类目年复购率 Top 10 (以上排名为统计日最新周榜)。
- 确立融合中国传统工艺审美与现代设计的品牌理念; 在 0到 1阶段, 独立规划并跑通品牌从策划、设计、生产、销售、售后到用户价值深挖的完整业务链条。
- 熟悉主流社交媒体平台玩法, 尤其擅长小红书、淘宝的数字营销与流量策略, 积累近千位 MCN、KOL及明星资源; 曾以 5千元预算撬动超过 20万元单日成交额, 对新消费品牌营销方案及效果广告投放有一线经验。

UCL 人类学系

英国伦敦 2021.09 - 2022.12

学生助理 | 兼职

- 行政支持: 支持一项关于中国旗袍文化海外接受机制的六个月民族志研究项目, 整理研究材料并协调多元文化学生团队的沟通。
- 访客及展陈支持: 为人类学系年度公众学术展示准备汇报材料、展示海报及展陈内容, 项目累计吸引 1,000+名访客。
- 内容传播: 将研究成果转化为易于理解的视觉及文字材料, 协助不同背景的访客清晰理解学术项目内容。

武汉大学 | 学生会新闻外联部及自强创业荣誉班

中国武汉 2018.09 - 2020.09

新闻外联部部长、招生宣传片学生负责人及学生项目支持 | 项目制

- 2019-2020年担任武汉大学学生会新闻外联部部长, 管理 50+人学生外联宣传团队, 负责协调校内外商家资源及学生福利, 在任期间外联福利活动触达人群提升 20%。
- 担任武汉大学 2019年官方招生宣传片总制片学生负责人; 影片获政府及院校媒体账号转载, 累计阅读量超过 10万。
- 学生支持: 参与第二届自强创业荣誉班招生宣讲、开放日及封闭培训的活动策划与运营, 负责学生招募与咨询及活动现场协调。
- 行政协调: 协助自强创业班开展校企联合实践项目, 联络校内外合作方并收集学生反馈以优化培训流程; 参与修订学生培训手册, 整理归档相关资料及日程安排。

核心能力

职业能力概述

【沟通技巧】中英文书面及口头沟通能力俱佳, 拥有出色的演讲能力和自信心, 能够高水平地进行内容展示【合作精神】做事细致, 组织能力强, 思维灵活, 能够进行有效的内外部协作, 并充分利用公司在本地和全球的资源【点子王】勇于创新, 是 Z世代新事物及新技能的重度爱好者, 能够独立创建引人入胜的营销物料和数字内容【量化技能】具备较强的数据分析能力, 能够有效解读数据并推动目标完成【项目管理】时间管理能力强, 能够抗压工作, 应对突发及不确定情况, 有效整合各方意见并维持项目进度

AI 辅助及软件工具

ChatGPT; Codex; Claude; n8n; Lovart; GPT-Image 2; Tapnow; Canva; Gemini Notebook; Final Cut Pro X; Adobe After Effects; Adobe Premiere Pro; Adobe Photoshop; Adobe Illustrator; Adobe InDesign; Microsoft Excel、Word、PowerPoint; MySQL; BI工具

语言及证书

英语: 专业工作能力; IELTS 7.0, 单项均不低于 6.5
普通话: 母语; 国家普通话水平测试二级甲等证书
粤语: 日常交流

领导力及奖项

- 中国大学生广告艺术设计大赛中国赛区一等奖 (2018, 获奖影片导演)
- 武汉大学十大风云学子 (2020)
- 武汉大学自强荣誉班成员 (前 1%)
- 武汉大学甲等奖学金 (2017-2019, 前 5%)

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