

Yuning (Stephanie) Liu

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Education

2022.08-2023.05	Brown University	Social Data Analytics (M.S)
2018.08-2022.05	Penn State University	Marketing, Minor in MIS (B.S.)

- **Honors:** 3.93/4.0 GPA (magna cum laude), Honors Program | Leadership Scholarship | Dean's List

Work Experience

2021.06-2021.08	MoCA Shanghai	Intern (Exhibition Dept.)
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- **Logistic work:** Responsible for assisting team members in interfacing with YSL party staff; assisted staff with backstage preparation and opening ceremony exhibition work prior to launch by completing tasks such as monitoring venue temperature and making corresponding data records.
- **Reception work:** Participated in the development of the exhibition hall reception service standard process (SOP) which covered the reception of celebrities, VIP groups and others; explained museum and exhibition artworks to an average daily reception of over 30 visitors; demonstrated good Chinese and English language and organization skills.
- **Content operation:** Responsible for real-time tracking of art-related hotspots on the Internet, analyzing and collating content published by quality creators on WeChat, while working to further optimize content output and make headline copies to help improve the quality and quantity of fans and fan activities on the account; provided material for MoCA Shanghai official website tweets.

2021.01-2021.03	OTYPE (Shenzhen) Technology Co., Ltd.	Lancôme CRM Intern
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- **Industry insight:** Updated current fashion surveys, digested latest trends, collected effective information and established a market research system to meet user group needs; also responsible for research execution, data analysis of competing products and report writing; identified industry differentiating products, refining their selling points and advantages, as well as planned other big promotion festivals and member-related activities.
- **Community operation:** Independently operated hundreds of diamond fan communities for the Lancôme flagship store on Tmall through planning community sharing sessions. Shared links to the newest products and worked to refine the operation of membership classification to open up online channels, activating a community of silent customers while developing and retaining new customers.
- **Operation optimization:** Worked to regularly collect, organize and analyze marketing data and member activity data at all stages, as well as optimize the store's product title keywords, product detail pages, affiliate sales, store category navigation and home page presentation according to the analysis results to improve overall sales conversion rates.
- **Customer relationship:** Responsible for establishing smooth customer communication channels and understanding customer needs, as well as handling customer objections in a timely manner, improving customer satisfaction, and establishing long-term, solid relationships with high-net-worth customers.

2020.07-2021.01	Nike Sports (China)	Social Community Impact Intern
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- **Project follow-up:** Followed up on the selection of excellent cases of national primary school sports vitality campus projects, as well as finalized data collection. Utilized annotation tools for data annotation, verification and record tracking for over 2,000 cases, selecting just over 200 excellent examples for further tracking; also assisted in the process planning and organization of the output online award ceremony.
- **Brand planning:** Assisted in carrying out research on competing products according to the core value and positioning of the brand; analyzed market information to discover differentiation and advantages; worked to formulate project planning, determine phased publicity and promotion strategies and integrate supplier resources; cooperated with mainstream media platforms such as Jitterbug and WeChat by opening up online promotion channels to effectively enhance brand awareness and reputation.
- **Business support:** Responsible for accurate and efficient production of commercial contracts, purchase orders, payment orders, issue handling and related issues; maintained close communication with collaborating departments and sales teams; was responsible for daily email response processing, reviewing of all contract agreements related to orders, and following up on the implementation of contract agreements at all stages; became familiar with relevant business models and daily operation processes in the FMCG industry.

Leadership Experience

2020.02-2020.05

Chinese Undergraduate Student Association (CUSA)

PR & FR

- **Organizational management:** Responsible for coordinating all department work, becoming familiar with the basic situation of the organization; responsible for the daily management of team members, including member training, assessment and new member development and other matters; worked to regularly hold activities and meetings to create a positive and healthy organizational atmosphere.
- **Activities:** Responsible for planning more than 10 major activities attracting in excess of 1000 participants; responsible for the output of the activity plan, brainstorming and writing the activity plan in **the early stage**, strictly controlling the overall scheduling planning **in the middle stage**, and coordinating and docking activity resources, controlling the pace of the activity site, and evaluating the effect of the activity and review **in the late stage**, demonstrating strong organizational and communication skills.
- **Activities:** Successfully held the 2021 and 2021 offline freshman meet and greet in Shanghai and Beijing, BIGTEN 2020 online campaign media manager, 2020 first large-scale offline five-school league tournament in Shanghai, and 2022 large-scale offline event "PSU Voice" as host and stage manager.
- **Business negotiation:** Responsible for seeking sponsorships, negotiating to fundraise for college activities, promoting their successful implementation and maintaining close ties with external resources; worked to address suggestions and problems in a timely and proactive manner. During my time in office successfully negotiated over \$10,000 in cooperation projects, while also maintaining good communication with major sponsors.

Personal Evaluation

- **Professional background:** Skilled at identifying, reviewing and summarizing problems, as well as making and implementing practical improvement plans. Possess strong stress tolerance, good at self-regulation and am able to adapt to high-pressure work under strict deadlines. Good at personnel coordination, task breakdown and division of labor. Also possess strong presentation skills and good at working with others.
- **Comprehensive ability:** Proficient in using **Excel, Tableau, MySQL** and other data analysis tools to analyze data; have mastered SWOT, ANOVA, regression analysis and other analysis methods; possess keen data insight, rigorous logic analysis ability and data-driven operations mindset.
- **Operation ability:** A heavy Internet user familiar with WeChat, Tiktok, Xiaohongshu, Instagram, Facebook and other mainstream social media platforms both at home and abroad; possess strong Internet operation ability and plentiful copywriting video editing experience.