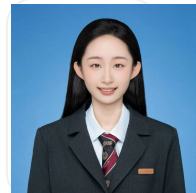


王玉洁

18661865058 | 1012799034@qq.com



教育背景

南京师范大学 (211保研)
广州大学

新闻传播学
广播电视学 (3/105)

硕士
学士

2022.09-2025.06
2018.09-2022.06

实习经历

欧舒丹 (中国) 集团
2025.2.03-至今

电商运营实习生

- **项目管理:** 负责欧舒丹旗下高端护肤品牌ELEMIS在天猫/抖音/小红书等EC渠道的相关工作, 跟进各渠道项目进度与agency对接完成日常营销工作。
- **市场分析:** 日常追踪店铺生意, 负责部分店铺及市场相关数据整理分析与报表, 协助店铺其他日常运营工作、例如日常巡店优化、营销内容策划、分析电商平台竞品活动与促销追踪。
- **媒介沟通:** 协助寻找KOL合作, 输出营销内容与计划, 以及直播相关沟通、物料准备、数据复盘等工作。

麦当劳 (中国) 有限公司
2024.05-2024.07

市场营销实习生

- **品牌营销:** 独立策划并执行麦当劳麦有礼系列主题营销活动。通过将节假日等与麦当劳品牌元素搭配产出麦有礼内容营销, 培养“送礼就送麦有礼”的用户心智。深度参与并成功落地麦当劳与Mr Doodle的S级联名活动及麦当劳对讲机等多个营销活动, 完成麦当劳社群等新媒体平台营销推广, 包括创意文案的撰写、产品物料输出等。
- **数据分析:** 在麦有礼的产品营销中承担基础数据提取与分析工作, 日常制作直播GMV与竞品分析报告, 为项目决策提供有力支持。为品牌和官方旗舰店成功输出32份周报, 持续追踪生意动态。
- **直播运营:** 深度参与麦当劳中国天猫官方旗舰店的运营和管理工作, 基于数据和消费者洞察制定月度直播规划。通过“儿童节”等节假日直播策划与活动机制为直播间增加10w+的直播声量。
- **合作沟通:** 独立负责与供应商的对接, 包括定向匹配设计方案提供brief需求, 整合内外部资源确保项目落地, 与财务对接供应商付款事宜, 与legal团队紧密合作审核物料设计与合同管理, 确保产品顺利上线。

赫力昂 (中国) 有限公司
2023.11-2024.03

电商实习生

- **品牌营销:** 深度参与企微私域营销活动与日常推广工作, 涵盖活动视觉设计审核、社交媒体平台营销文案的撰写; 独立执行竞品分析、市场动态监控等关键市场调研任务。
- **市场分析:** 支撑大贸数据分析工作, 整合销售及投放数据, 运用“京东商智”、“生意参谋”等电商平台工具深度洞察市场, 结合消费者行为分析, 编制周报为决策层提供精准数据支持。
- **商业准入:** 独立管理产品素材、定期扩充整合资源库。独立完成产品广告素材的内广审流程, 高效协同设计、MA、RA等部门与广审专家, 确保公司产品顺利达成商业准入。
- **沟通对接:** 强化跨部门协作, 独立处理核销工作, 与品牌部紧密配合, 实现营销话术和品牌形象的即时同步。

博雅公关 (中国) 集团
2023.06-2023.08

品牌公关实习生

- **活动策划:** 协助完成包括阿斯利康等药企“肿瘤周”“心脏日”, “小蝴蝶训练营”儿童狼疮疾病认知公益活动在内的多场品牌活动的策划和落实工作, 参与创意方案输出、官方权威媒体沟通、策划物料素材收集、线下市集活动策划。
- **内容营销:** 通过挖掘社交热点、结合品牌调性撰写患者故事与新闻稿等内容, 完成共3篇新闻稿件与品牌公关稿件并成功发布, 其中有报道获得125+媒体报道, 稿件总浏览量达6千万次。
- **传播分析:** 独立完成传播活动的反馈工作, 包括撰写3篇传播报告及media clipping, 分析传播效果和活动反馈。
- **媒体沟通:** 协助团队与媒体沟通, 寻找KOL达人合作等; 跨部门沟通合作, 独立负责团队核销、供应商付款工作。

项目经历

第十六届挑战杯竞赛 (国家级)
2020.03-2021.07

负责人

主要职责: 作为主创成员, 完成4-6个月对三农短视频创作者的田野调查工作和访谈; 完成资料收集、下乡实地考察实践等工作; 团队分工合作, 协助撰写三农短视频研究报告。

项目成果: 报告发表至《网络舆情》国家级内参刊物; 获“挑战杯”学科竞赛广东省特等奖。

实践经历

新媒体运营: 在校期间作为负责人带领同学运营学院读书会账号“MCS随园读书会”, 全程跟进账号的创建、日常编辑、制作推文、海报设计等内容。

公益活动: 在校期间参加阳光义工团, 参与广交会志愿者、“读懂中国”国际会议等大型志愿活动。

技能及其他

语言水平: 英语听说读写流利 (CET-6)

计算机水平: 熟练掌握办公软件 MS; 熟练掌握 PS 和 PR; 基本掌握AI工具、数据透视和H5设计软件等

获奖情况: 连续3年获一等奖学金、优秀学生、全国大学生网络编辑创新大赛二等奖、时报金犊奖优秀奖、全国大学生广告艺术大赛三等奖、第二届国际大学生艺术年度奖银奖、中国大学生广告艺术节学院奖银奖、第十六届挑战杯广东省特等奖

Yujie Wang

Phone: (+86) 18661865058 | Email: 1012799034@qq.com

EDUCATION

Nanjing Normal University

MA in Journalism and communication

Module: Cultural Markets, Media and Society, Public communication

NanJing

Sep. 2022 - Jun. 2025

Guangzhou University

BA in Editing and Publishing

GPA: 3.83 / 4.0 (Top 5%)

Guangzhou

Sep. 2018 - Jun. 2022

Honors: First-class scholarship, Outstanding Graduate Award

INTERNSHIP EXPERIENCE

L'OCCITANE

E-commerce operation intern

Shanghai

Feb. 2025 - so f a r

- **Project Management:** Responsible for the related work of ELEMIS, a high-end skincare brand under L'OCCITANE, on EC channels such as Tmall/TikTok/RED, following up on project progress across various channels and coordinating with agencies to complete daily marketing tasks.
- **Market Analysis:** Regularly track store business, responsible for data and analysis related to some stores and the market, as well as reporting. Assist with other daily operational tasks of the store, such as daily store optimization, marketing content planning, and analysis of competitive products and promotional tracking on e-commerce platforms.
- **Media Communication:** Assist in finding KOL collaborations, output marketing content and plans, as well as communication related to live streaming, material preparation, and data analysis.

McDonald'S China

Mgift&Tmall, Marketing intern

Shanghai

May. 2024 - Jul. 2024

- **Content marketing:** From 0 to 1 to participate in the planning of McDonald's Mgift theme marketing activities, including McDonald's & Mr Doodle S level joint activities, and breakfast to complete the college entrance examination theme activities, etc., responsible for the Mgift social copy, effective matching marketing needs and follow up independent publicity
- design material production and output, finally complete five main campaign fall to the ground.
- **Official live stream:** Assist in the daily management of McDonald's China Tmall official flagship store, including follow-up, reviewing live materials, live scripts, selecting anchors and assisting monthly live broadcast planning; daily supervision, feedback store broadcast suggestions and submit small compositions to help improve the quality of the broadcast room.
- **Data support:** Support the basic data extraction, collation and basic insight analysis involved in the Mai project, and assist the output weekly report to track the business situation.
- **Cooperative communication:** Independent responsible for communicating with finance department on payment matters, cooperating with gal to review material design and contract management.

GSK-Haleon China

Centrum&Caltrate Group, EC Marketing intern

Shanghai

Nov. 2023 - Mar. 2024

- **Market promotion:** Assist in the enterprise micro private marketing activities and daily promotion work, including KV, posters, play rules and other material review, marketing copy writing; independently complete the collection of competitive visual materials, selling point analysis, platform rhythm and dynamic market research.
- **Commercial access:** Independently managed the internal audit of product materials, assisted the design, MA, RA and other teams to communicate with the wide audit teachers, and cooperated to complete the commercial access of the company's products.
- **Data support:** Support JD&Tmall trade data analysis, summarize and process sales and delivery data, track business situation through the empowerment of e-commerce platform tools such as JD Business Intelligence and Business Staff, and combine information on consumer search situation, write weekly feedback to provide decision support.
- **Communication and docking:** Daily cross-department communication, independently responsible for the team verification work, communication with the brand department to complete the daily update of product material synchronization and material library.

WPP-Burson-Marsteller

Health&care Group PR intern

Shanghai

Jun. 2023 - Aug. 2023

- **Communication planning:** Assisted in the planning and implementation of many brand activities including Aslazeneca's "Cancer Week", "Heart Day," Little Butterfly Training Camp " children's Lupus disease awareness public welfare activities, participated in the output of creative programs, official and authoritative media communication, planning material collection, offline market activity planning, etc.
- **Content writing:** By mining social hot spots and writing patient stories and activity press releases combined with brand tone, a total of 3 articles were completed and successfully released, among which some reports received 125 + media reports, and the total page view of manuscripts reached 60 million times.
- **Communication analysis:** Complete the feedback work after the communication activities independently, including writing 3 communication reports and media clipping, analyzing the communication effect and summary of the activities.
- **Media communication:** Assist the team to communicate with the media, find cooperation experts, etc.; cross-department communication and cooperation, independently responsible for team verification.

CAMPUS EXPERIENCE

The 16th “Challenge Cup” National Competition**Mar. 2020 - Jun. 2021**

- **Key responsibilities:**As the main member, complete the field survey and interview of short videos for agriculture, rural areas and farmers for 4-6 months; complete data collection and field investigation to the countryside; assist to write the research report on short videos for agriculture, rural areas and farmers.
- **Achievement:** Accomplishment; achieve; accomplish; consummation The report was published in the national internal publication of Online Public Opinion, and won the "Challenge Cup" Discipline Competition.

Student Union of Nanjing Normal University**New media operations:****Dec. 2022 - Jun. 2023**

- **New Media Operation:**During the school period, as the person in charge of the school reading club account "MCS Reading Club", and followed up the account creation, daily editing, tweet production, poster design and other contents.

Student Student voluntary organization of Guangzhou University**Volunteer****Oct. 2018 - Jun. 2019**

- **Volunteering:**During the school period, I participated in the Sunshine Volunteer Group, the Canton Fair volunteers, the "Understand China" international Conference and other large-scale volunteer activities.

SKILLS & AWARDS

Language Skills: Fluent in English, listening, speaking, reading and writing (CET-6)), Korean (entry level)

Technical Skills: Proficient in office software MS, PS and PR, basic data perspective and H5 design software

Awards:The first-class scholarship, outstanding students, national college students network editing innovation contest second prize, times golden calf award excellence award, the national college students advertising art competition third prize, the second international college students art annual award silver, China college students advertising festival college award silver, the 16th challenge cup special prize of Guangdong province.