

黄钰淇YUQI HUANG



基本信息 BASIC INFORMATION

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籍贯: 武汉
出生年月: 2001-12

教育背景 EDUCATION BACKGROUND

墨尔本大学 (硕士) 市场营销和沟通 Master of Marketing and Communication 2024-02 ~ 2025-06
主修课程: 整合营销, 策划内容创意, 品牌管理, 消费者行为, 公关沟通

墨尔本大学 (本科) 商科 (市场营销) Bachelor of Commerce (Marketing) 2021-02 ~ 2023-11
主修课程: 会计, 金融, 市场管理, 市场营销, 品牌营销, 宏观经济等

工作经历 WORK EXPERIENCE

Bunchrides-非营利骑行组织 市场营销助理 Marketing Assistant 2025-02 ~ 2025-07

- 新媒体运营:** 根据公司定位与目标受众, 在Facebook, Instagram, 使用 Canva 处理照片和设计插图, 包括图形和视频, 内容与组织文化一致以实现编辑传播目标, 全面完成新媒体平台独立账号的内容策划工作, 帮助公司提高用户参与度并吸引潜在用户, 三个月内手机App的注册率增加了200+, 提高组织的影响力和互动率。
- 品牌战略:** 对墨尔本市场进行多维度深入分析, 包括行业benchmark, 目标群体需求和市场趋势等。深入分析目标用户行为数据, 识别痛点, 从而制定媒体发布计划。
- 跨部门协作:** 协助策划并执行众筹活动, 负责与慈善组织建立联系, 开展了3+线下活动, 三个月内吸引三个慈善机构的投资。

Telstra 澳洲最大电信 销售 Retailing Assistant 2024-06 ~ 2024-12

- 产品推广:** 收集并整理客户反馈, 提供市场洞察, 并制定针对性产品推广策略, 在一个季度内小红书粉丝增长超过1k。
- 团队合作:** 在快节奏的环境中与20+名多文化背景成员协调业务职责, 完成关键绩效指标。
- 私域运营:** 独立搭建500+人的社群, 定期组织线下活动并发布优惠信息, 促进消费转化。社群内成单200+, 提高用户粘性和购买率。

IHFX金融公司 市场营销实习生 Marketing Intern 2023-08 ~ 2023-11

- 市场分析:** 每日跟踪全球财经新闻与竞争对手动态, 撰写30+篇深度市场分析报告, 为公司制定市场策略提供依据。
- 客户维护:** 独立设计并发送月度EDM邮件, 覆盖超过2000名订阅用户, 使邮件打开率提升25%, 活动参与率提高15%。
- 内容策划:** 在LinkedIn撰写和发布内容, 平均每周发布3篇专业推文并根据不同客户群体调研并优化内容风格, 提高用户粘性 with 转化率, 最高单篇推文点赞量800+。
- 产品分析:** 对10余款金融产品进行竞品对标分析, 支持产品差异化定位与优化。

项目经历 PROJECT EXPERIENCE

环球科创联盟福布斯科创人物评选盛典 志愿者 Volunteer 2025-04

- 为环球科创大会在合肥举办的圆桌对话活动中负责总结小鹏汇天创始人赵德力、联想集团高级副总裁胡贯中、卖好车创始人李研珠等人的圆桌对话, 制定公众号等媒体发布计划, 并撰写内容, 包括文案创作, 图片美化和PS海报设计。

整合营销项目竞赛 活动策划负责人 Event planner 2024-06 ~ 2024-11

- 为澳洲无酒精啤酒品牌Pash设计整合营销战略, 作为活动负责人, 领导4名小组成员设计活动策划案和线上线下活动, 严格控制预算并计划具体实施时间, 规模, 场地, 物资等。为Pash领导团队发表演讲, 成功在70+小组中入围前五, 并被Pash执行了一个线上活动和一个线下活动。

求职总结

- 技能技术:** 熟练office软件, Canva, Capcut, Meta business suite, Wix
- 证书:** Hubspot-SEO, Google Analysis Certification, Hubspot-Content Marketing, Google Digital Marketing
- 语言能力:** 普通话 (母语), 英语 (雅思6.5, PTE72)
- 爱好:** 网球, 攀岩, 骑行, 书法, 画画, 音乐
- 优势:** 同时拥有国内外经验, 深入了解市场分析、活动策划和社交媒体运营, 并对AI大数据充满热情。性格外向并且有创造力, 能够以达成KPI为前提提出符合市场趋势亮眼的想法。

YUQI HUANG

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Wuhan, Hubei

Summary

Energetic and creative marketing graduate with cross-cultural experience and a strong foundation in market analysis, campaign planning, and social media operations. Proficient in marketing tools and passionate about AI and big data. A strong team player who excels at generating market-aligned, KPI-driven creative strategies.

Skills

- Analytical skills. Microsoft Excel, Google Analytics, Wordpress, Wix
- Written and visual communication skills. Xiumi, Canva, Adobe Photoshop, Google Docs & Slides
- Social Media Platforms Marketing. Facebook Ads, Instagram Ads, Little Red Book (Chinese), Douyin
- Content Creation. Posters, Blogs

Certifications

Google Analytics Certification

Mar 2025 - Jan 2026

Content Marketing certificate- Hubspot

Mar 2025 - Apr 2027

Google Digital Marketing & E-Commerce Professional Certificate

Dec 2023 - Present

Volunteer And Extra-curricular Activity

Event Planner

Integrated Marketing Competition

Jun, 2024 - Nov, 2024

- Led a team of 4 to develop online & offline campaigns for Pash (non-alcoholic beer brand).
- Responsible for planning, budgeting, and executing event strategy.
- Delivered a pitch to Pash leadership,

Education

Master of Marketing and Communication

Feb, 2024 - Jun, 2025

The University of Melbourne

- Relative coursework: Creative content production for brands (blogs, videos, brochures); Market research (SWOT, Competitor Analysis, Buyer Personas); Integrated Marketing Strategies

Bachelor of Commerce (Marketing Major)

Feb, 2021 - Oct, 2023

The University of Melbourne

- Produced over 30 academic reports. Including but not limited to brand management, brand marketing, digital marketing, Finance, Accounting.

Relevant Experience

Marketing Assistant Intern

Bunchrides (Non For Profit Organization)

Feb, 2025 - May, 2025

- Created and managed content on Facebook and Instagram using Canva (images & videos) aligned with brand identity, leading to a 200+ increase in app registrations in 3 months.
- Conducted market and user behavior analysis in Melbourne to guide media publishing strategies.
- Collaborated with cross-functional teams on fundraising and organized 3+ offline events, securing partnerships with 3 charities.

Marketing Sales

Telstra

Jun, 2024 - Dec, 2024

- Developed and implemented a product promotion strategy based on customer feedback, growing Xiaohongshu followers by 1,000+ in one quarter.
- Built and managed a community of 500+ members, hosted events and offered exclusive promotions, converting over 200 sales and improving user retention.
- Collaborated in a fast-paced, multicultural team of 20+ to meet KPIs.

Marketing Assistant Intern

IHFX

Aug, 2023 - Nov, 2023

- Monitored global financial news and competitors daily, producing 30+ in-depth market reports to support strategy decisions.
- Designed and distributed monthly EDM newsletters to over 2,000 subscribers, increasing open rates by 25% and boosting event participation by 15%.

selected as Top 5 among 70+ teams. One online and one offline campaign were executed by the brand.

Volunteer

Global Sci-Tech Innovation Conference & Forbes

Awards

Apr, 2025 - Apr, 2025

- Summarized key discussions from top executives (Xpeng, Lenovo, etc.) at a roundtable.
- Developed and executed a WeChat content plan including copywriting, poster design, and visual editing.

Hobbies

- Tennis, Rock Climbing, Cycling, Calligraphy, Painting, Music

- Conducted competitive benchmarking across 10+ financial product lines, informing product differentiation and positioning.
- Collaborated with product and sales teams to align content with client pain points, improving lead conversion through content marketing.

Projects

- <https://xiaoguaishou125.wixsite.com/yuqi-huang>