Simin Yu

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EDUCATION

Columbia University | *MPA, Technology Policy and Innovation (STEM-designated)* Sep 2025 – May 2027 (expected)

The Chinese University of Hong Kong, Shenzhen | *BBA, Marketing and Communication (Top 10% of class)* Sep 2021 – Oct 2025

Awards: 2023 L'Oréal Brandstorm, Top 50 (50/1,700+) · 2024 Bain Cup Case Competition, Outstanding Report (35/400) · 2022 S&P Corporate Valuation Challenge, Honorable Mention (13/100) · Dean's List (AY2023–24)

EXPERIENCE

ByteDance (TikTok Shop) | *Marketing Intern* Mar 2025 – Jul 2025

- Analyzed the merchant-onboarding funnel (attendance, group sign-ups, inquiries, conversions) and ROI across 300+ events by region, category, and event type, and recommended reallocating H2 resources toward vertical trade shows
- Planned 20+ merchant-onboarding events, tailoring agendas and tiered outreach by category, past performance, and trends
- Cut event-coordination time by ~11 hours by replacing duplicate handoffs across registration, group setup, and guest coordination with a standardized intake form and real-time, permission-controlled Lark synced blocks

OPPO | *Media Strategy Intern* May 2024 – Sep 2024

- Pitched creative copy ("no retakes," "shoot anywhere," "editable") built on the pain point of boyfriends taking unflattering photos, one of only two ideas from a 30-person team escalated to management. Built a "pain point × product benefit × trending scenario" framework and copy library from prior-generation awareness, purchase drivers, brand tone, and social trends
- Diagnosed a selling-point mismatch from low CTR/CVR and user interviews and recommended repositioning the lead benefit from design to Live Photo, which was approved and executed
- Benchmarked competitors' media budgets and resources and recommended prioritizing reach for entertainment content and conversion for tech verticals, with Bilibili ranking metrics tracked, which were adopted
- Ranked media resources by selling point, budget, and risk, reserving inventory and securing added exposure within compliance limits

HSBC | *Wealth Management Intern* Jul 2023 – Sep 2023

- Screened prospective clients by profile, assets, needs, and KYC requirements and referred them with tailored scripts, ranking #1 among interns by conversion rate
- Benchmarked 4 competitor’s target segments and product benefits to define differentiated selling points and refine sales scripts
- Built a regional YoY/MoM/QoQ sales-performance dashboard in Excel (Power Query, VLOOKUP) to identify training needs

Guangdong Television | *Digital Media Intern* Oct 2021 – Jan 2022

- Established topic-selection criteria based on completion rate, audience preferences, platform trends, and timeliness, raising the weekly topic-approval rate by 40%
- Benchmarked competitors and A/B tested thumbnails, typography, copy, editing, and openings, raising average likes by 40K+

PROJECTS & LEADERSHIP

SpennX (African cross-border payments startup) | *GTM Graduate Consultant* Feb 2026 – May 2026

- Prioritized African markets by transaction volume, customer demand, competition, and regulation (led South Africa analysis)
- Identified an underserved B2B cross-border payments corridor (Zimbabwe–South Africa) and proposed a go-to-market entry via partnerships with banks and Authorized Foreign Exchange Dealers with Limited Authority (ADLAs), adopted by the client

Columbia University AI Club | *Head of Events* Feb 2026 – Oct 2026

- Cut content production time per piece from 2 days to 1 hour by building an AI-assisted workflow (custom skill, prompt library,)
- Evaluated Amazon and Tencent partnership feasibility and planned 5+ events tiered by purpose, averaging 200+ attendees

L'Oréal Brandstorm, Top 50 (50/1,700+) | *Team Captain, AI Perfume Track* Mar 2023 – Apr 2023

- Analyzed market, competitors, and pain points (SPSS survey, PEST, 5C, 5A) to pick a high-growth category
- Designed a campaign covering creative concept, channels, incentives, timeline, and budget, earning judges' recognition

Bain Cup Case Competition, Outstanding Report (35/400) | *Graduate Consultant, Taiping Pension* Apr 2024

- Sized the senior-living market by care model and benchmarked competitors, finding undifferentiated offerings, first-mover and service-coverage barriers, and in-home care as the untapped segment. Proposed growth paths: brand education, hotel-style stays with insurance-linked pricing, modular service offerings, and aging-in-place home renovation

Three Chairs Hair Salon (student startup) | *Marketing Project Team Lead* Mar 2024 – Sep 2024

- Identified service pain points and differentiation advantages (surveys, customer-journey mapping, SPSS regression). Applied SERVQUAL, the 7Ps, and Servicescape to drive changes in training, performance management, store design, and CRM, raising the 3-month repeat-visit rate by 3 percentage points

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教育经历

哥伦比亚大学 | 硕士公共管理（科技政策与创新方向）（STEM 专业） 2025.09 - 2027.05

香港中文大学（深圳） | 本科市场营销（成绩 Top 10%） 2021.09 - 2025.10

奖项：2023 欧莱雅 Brandstorm 商赛 Top 50（50/1700+），2024 贝恩杯商业案例大赛优秀报告（35/400），2022 标普公司估值挑战赛优秀奖（13/100），2023-2024 学年院长荣誉名单

实习经历

字节跳动 市场营销 2025.03 - 2025.07

【数据分析】复盘 300+商家入驻活动，按地区、类目、活动类型拆解到场、入群、咨询与转化漏斗并评估 ROI，提出下半年资源配置建议被采纳，如需提高垂类展会比重

【增长活动策划】策划 20+场商家入驻活动议程，结合类目、历史表现及趋势优化议程设计与分层邀约

【流程优化】识别活动报名、社群创建和维护、嘉宾协调等环节的信息重复传递，设计标准化建群提需表，并用飞书同步块实现权限隔离下的实时更新，总耗时约下降 11 小时

OPPO 媒介策略 2024.05 - 2024.09

【创意策划】提出“拍照无需题海战术”“随地大小拍”“可 P”等创意文案，并且洞察到“抱怨男友拍照丑”的痛点场景，在 30 人团队中成为仅 2 条上报管理层的建议之一。基于上一代卖点认知度、购机吸引点、品牌调性及社媒趋势，搭建“用户痛点×产品卖点×热点场景”框架和文案库

【消费者洞察】识别卖点错位（低 CTR/CVR 及访谈），建议卖点从“外观”改为“实况照片”，被认可并执行

【媒介竞品分析】对比竞品媒介预算和资源，洞察娱乐内容偏曝光、科技垂类偏转化，并关注 B 站排行指标，获采纳

【合作与谈判】按卖点、预算、时间确定资源优先级和风险，推进资源预占，在合规边界内争取曝光权益

HSBC 汇丰银行 财富管理 2023.07 - 2023.09

【客户转化】筛选潜在客户（按身份、资产、需求及 KYC 合规），用话术转介，转化率为同期实习生 Top 1

【竞品分析】对比 4 家竞品银行的目标客户与产品权益，提炼差异化卖点并改进销售话术

【销售绩效分析】用 Excel Power Query/VLOOKUP 搭建区域绩效看板（同比/环比），识别培训需求

广东电视台 新媒体运营 2021.10 - 2022.01

【选题优化】建立选题筛选标准（完播率、用户内容偏好、平台热点、时效性），每周选题通过率提升 40%

【内容优化】对标竞品账号，用 A/B Test 测试并迭代封面、字体排版文案剪辑及开场方式，点赞量平均提升 4 万+

项目经历

SpennX（非洲跨境支付初创企业） GTM 咨询 2026.02 - 2026.05

【市场进入策略】评估非洲市场进入优先级（重点负责南非），结合交易规模、客群需求、竞争格局及监管要求，识别津巴布韦与南非通道的 B2B 跨境支付服务空白，提出与银行及 ADLA 合作的进入方案，被客户采纳

Columbia AI Club 活动部负责人 2026.02 - 2026.10

【AI 工作流搭建】搭建推文内容生产 skill、prompt 库与 SOP，将单条物料制作周期由 2 天缩短至 1 小时

【商务拓展】评估与 Amazon、腾讯的资源匹配和合作可行性，按目的分层策划 5+场活动，平均 200+人/场

欧莱雅 Brandstorm 商赛 Top 50（50/1700+） 队长（AI 香水赛道） 2023.03 - 2023.04

【市场分析与消费者洞察】分析市场、竞品与痛点，用 SPSS 问卷、5A/5C/PEST 模型确立高增长品类和营销目标

【营销活动策划】设计含创意、平台、激励机制、代言人、时间线与预算的推广方案，获评委认可

贝恩杯商业案例大赛优秀报告（35/400） 战略咨询（太平养老） 2024.04 - 2024.04

【市场研究与增长策略】分养老模式测算市场规模，对标竞品识别同质化问题，以及先发进入、服务覆盖构成的竞争壁垒，并判断居家养老为增量市场，提出增长路径：品牌教育与酒店式＋保险联动定价，服务模块化拆分，进入适老化改造市场

三把椅子理发店（学生创业项目） 市场部项目负责人 2024.03 - 2024.09

【品牌再定位】识别服务痛点和差异化竞争优势（问卷、客户旅程、SPSS 回归），结合 SERVQUAL、7P 与 Servicescape 推动培训、绩效、门店设计及 CRM 客户管理改进，3 个月复购率提升 3 个百分点