



Clara Xu

Brand Strategy / Digital Marketing / Content Growth / Consumer Insight

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Target roles: Brand Strategy Assistant / Digital Marketing Specialist / Content Growth / Consumer Insight

+18%

Simulated / Assisted Follower Growth

12

Campaign Assets

4

User Research / Personas

6

Research Briefs

PROFESSIONAL SUMMARY

HR snapshot

Brand-minded digital marketer with graduate training from Xiamen University and hands-on experience in consumer insight, content growth, cultural tourism branding, and data-informed campaign planning. Able to translate research into personas, positioning, content pillars, campaign briefs, and measurable social-content iterations across TikTok, Instagram, Xiaohongshu, WeChat, and Shopify.

CORE COMPETENCIES

structured for quick screening

Brand Strategy & Positioning

Positioning frameworks, message territories, audience needs, content themes

Content Growth & Social Ops

TikTok, Instagram, Xiaohongshu, WeChat content planning and iteration

Consumer Insight & Research

Interviews, surveys, desk research, personas, research briefs

Analytics & Tools

GA4, social dashboards, Excel, Python, Canva, Figma basics

PROFESSIONAL EXPERIENCE

impact-first bullets

Brand Strategy Intern | JOMMI LIM - Social Growth & Research Briefs

2025.03 - 2025.06

- Supported TikTok and Instagram social operations and Shopify content optimization; assisted approximately +18% follower growth through visual planning, copy optimization, and community engagement.
- Developed 12 campaign assets, including carousel posts, landing-page copy blocks, and creator briefing documents, while maintaining message consistency across channels.
- Coordinated short-form video scripts, destination shooting guides, and Xiaohongshu-style note structures for coastline, food, campus, and historical-cultural route content.
- Reviewed GA4 and social analytics after each content wave; summarized topic performance, audience comments, and next-week optimization recommendations.

Marketing Research Assistant | Xiamen University School of Management - Consumer Insight Lab

2024.09 - 2025.01

- Supported a graduate research project on youth cultural consumption through desk research, semi-structured interviews, and coding of 120+ simulated survey records.
- Built 4 audience personas around motivation, media behavior, travel triggers, and content-sharing needs to clarify target-user differences.
- Translated findings into brand message territories, campaign tone, and content topic clusters for academic presentation and strategy discussion.
- Produced 6 research briefs and visual summary slides for faculty review, improving insight-to-strategy communication.

SELECTED PROJECT

Graduate Marketing Strategy Project | 2024.09 - 2025.05

- Designed a digital content growth plan for young travelers visiting Xiamen, connecting city culture, coastal lifestyle, campus memory, and shareable short-video narratives.
- Segmented 4 traveler groups: local culture seekers, weekend family travelers, Gen Z photo sharers, and slow-travel visitors, using interview notes, survey patterns, and social content behavior.
- Built 12 recurring content pillars across city food, coastal walks, campus memory, local craft, weekend routes, and seasonal events.
- Modeled an 18% simulated engagement lift by improving opening hooks, location tags, route-based post structures, and creator seeding logic.

EDUCATION, LANGUAGES & CAREER DIRECTION

application details

Xiamen University | School of Management

M.M. Marketing | GPA: 3.8/4.0 | Thesis: Short-video destination imagery and youth travel decisions | 2023.08 - 2025.05

Xiamen University | School of Journalism & Communication

B.A. Advertising | 2019.09 - 2023.06

Languages

Mandarin: Native | English: Advanced professional proficiency for business writing, research reading, and presentations.

Career Direction

Brand strategy, digital marketing, content growth, consumer insight, and cultural tourism / consumer brand communications.



许清妍 Clara Xu

品牌策略 / 数字营销 / 内容增长 / 消费者洞察

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求职方向: 品牌策略助理 / 数字营销专员 / 内容增长 / 消费者洞察

+18%

模拟/协助粉丝增长

12

活动素材

4

用户研究/画像

6

研究简报

职业概述 HR快速判断

具备厦门大学市场营销研究生阶段系统训练, 专注品牌策略、数字营销与内容增长方向。拥有消费者洞察、社媒内容运营、文旅品牌传播及数据驱动活动策划经验, 能够将用户研究转化为人群画像、品牌定位、内容主题支柱、活动 Brief 与可复盘的社媒内容优化方案。

核心能力 一眼看懂能力结构

品牌策略与定位

品牌信息框架、目标人群、传播主张、内容主题规划

用户洞察与研究

访谈、问卷、桌面研究、人群画像、研究简报

内容增长与社媒运营

TikTok、Instagram、小红书、微信内容策划与迭代

数据复盘与工具

GA4、社媒数据、Excel、Python、Canva、Figma基础

实习与研究经历 结果优先, 按HR阅读顺序呈现

品牌策略实习生 | JOMMI LIM - 社媒增长与研究简报

2025.03 - 2025.06

- 协助管理 TikTok 与 Instagram 社媒运营及 Shopify 内容优化, 通过视觉规划、文案优化和社区互动, 助力粉丝增长约 18%。
- 完成 12 项活动素材, 包括轮播图内容、落地页文案模块和创作者沟通 Brief, 并协助保持多渠道信息一致性。
- 协助撰写短视频脚本、目的地拍摄指引和小红书笔记结构, 覆盖海岸线、美食、校园与历史文化路线内容。
- 每轮内容发布后复盘 GA4 与社媒数据, 整理选题表现、用户评论和下一周优化建议。

市场研究助理 | 厦门大学管理学院 - 消费者洞察实验室

2024.09 - 2025.01

- 支持青年文化消费方向研究, 完成桌面研究、半结构化访谈整理及 120+ 份模拟问卷记录编码。
- 围绕动机、媒介行为、出行触发因素和内容分享需求, 搭建 4 类受众画像, 帮助区分目标用户差异。
- 将研究发现转化为品牌信息方向、活动语气和内容主题集群, 用于学术汇报与策略讨论。
- 产出 6 份研究简报和可视化总结页, 提升从洞察到策略表达的清晰度。

代表项目 厦门滨海文旅内容增长方案 | 研究生营销策略项目 | 2024.09 - 2025.05

- 为来厦年轻游客设计数字内容增长方案, 将城市文化、滨海生活方式、校园记忆与可分享短视频叙事连接。
- 基于访谈记录、问卷模式和社媒内容行为, 细分 4 类游客: 本地文化探索者、周末亲子游客、Z 世代拍照分享者和慢旅行人群。
- 搭建 12 个周期性内容主题支柱, 覆盖城市美食、滨海步道、校园记忆、本地手作、周末路线和季节性活动。
- 通过优化开头钩子、地点标签、路线型笔记结构和达人种草逻辑, 建立约 18% 互动提升的模拟模型。

教育背景、语言与求职方向 投递信息

厦门大学 | 管理学院

市场营销管理硕士 M.M. | GPA 3.8/4.0 | 论文: 短视频目的地形象与青年旅行决策 | 2023.08 - 2025.05

厦门大学 | 新闻传播学院

广告学学士 B.A. | 2019.09 - 2023.06