

Kimberley Huang

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Professional Summary

- **AI-Driven Product Operations & Marketing Growth:** Results-driven marketing and growth professional with hands-on experience integrating AI applications into end-to-end marketing workflows. Skilled in designing AI-assisted marketing tools, optimizing content, CTA, and conversion paths, and leveraging data analytics to improve user experience and business outcomes.
- **Cross-Cultural Marketing & Global Collaboration:** 10+ years of international study and work experience with strong understanding of cross-cultural user behavior and communication. Experienced in leading and contributing to multi-region marketing initiatives in diverse, global environments.
- **Data-Driven Execution & Agile Collaboration:** Strong structured thinking and execution capability in fast-paced, cross-time-zone environments. Effective in asynchronous communication using documentation and digital tools. Fast learner with strong adaptability to new business models and ability to drive projects from planning to execution.

Work Experience

Lianjia	Consultant (Product & Market Research)	Shanghai	Oct 2024 – Present
• User & Market Research: Led 10+ competitive analysis projects and delivered structured market research reports to support product positioning and go-to-market strategies. Built user personas and demand models based on quantitative analysis (20,000 data samples) and 50+ in-depth user interviews. Implemented user segmentation models into CRM systems, enabling lead scoring and precision marketing, improving conversion rates by 20%+. • Product Strategy & Operational Enablement: Developed a 6-dimensional commercial zone evaluation model from scratch to support market prioritization and site selection. Designed and deployed standardized SOPs (15+ modules), improving market expansion efficiency by 10%+. Established data-driven decision frameworks to enhance customer targeting and resource allocation accuracy. • Content & Conversion Optimization: Planned and executed content strategies across platforms (e.g., Xiaohongshu, WeChat) based on SEM and search behavior analysis, driving consistent lead generation. Introduced AI-powered customer service solutions and optimized conversion paths via A/B testing (scripts, CTAs), improving conversion rates by 10%+. Led AI integration (AIGC, recommendation systems) in both B2B and B2C products, optimizing the overall conversion funnel. Improved product open rates by 10%+ and operational efficiency by 10%+ through content and user journey optimization.			
The Vancouver Club	Marketing Operations Specialist	Vancouver	May 2022 – Oct 2024
• E-commerce Growth: Independently managed Shopify store operations, including site architecture, product launches, and SEO optimization .Launched 200+ SKUs within 3 months, achieving revenue growth of 50%+ and maintaining 100% positive customer ratings. Increased repeat purchase rate from 5% to 10% through lifecycle marketing strategies, and the annual consumption per customer has increased by \$10,000. Converted 200+ high-value orders, generating total revenue exceeding \$2 million. • User & Content Marketing: Built automated EDM marketing systems targeting global B2C and B2B audiences, executing 500+ campaigns with conversion rates of 30%+. Led Instagram growth strategy integrated with SEM campaigns, increasing brand exposure by 20% and more than 100 valid business opportunities within 3 months. Produced visual content using Adobe tools and AI platforms (Midjourney, Stable Diffusion), supporting Meta and LinkedIn campaigns and improving ROI. • SEO & Website Optimization: Contributed to 2 website redesign and UX optimization projects, increasing organic traffic by 20%+. Improved landing page CTR by 30%+ through keyword strategy, content restructuring, and UX enhancements. Established foundational SEO framework (keyword planning, content optimization, site structure).			
Artron BioResearch Inc.	Business Development Assistant	Vancouver & Shandong	Dec 2021 – May 2022
• Global Client Management: Managed global clients across 8+ countries (US/EU, Southeast Asia, Middle East), including pharmaceutical companies, governments, and institutions. Led end-to-end order coordination for HIV and COVID testing products, completing 100+ orders totaling \$100,000. Improved lead conversion rate by 5%+ and achieved 100% repeat purchase rate among key clients. • Supply Chain & Project Coordination: Coordinated cross-functional teams (sales, production, supply chain) to ensure 100% order fulfillment accuracy. Standardized SOP processes, improving cross-team efficiency by 20%+. Reduced delivery cycle time by 5%+ and decreased exception rates by 20%+. • Channel Development: Supported expansion on Amazon and domestic platforms. Assisted in building online sales and distribution channels.			

- **Event Planning & Execution:** Organized and executed 10+ events (online/offline), reaching 1000+ participants. Managed full event lifecycle, achieving participation rates of 95%+. Improved event satisfaction rate to 100% through process optimization.
- **User Research & Analytics:** Designed surveys via Qualtrics and collected 200+ responses. Delivered 3+ research reports to support event and user strategy optimization. Increased user willingness rate by 10%+ through data-driven insights.
- **Promotion & User Engagement:** Increased event exposure by 50%+ via email and Facebook campaigns. Built user segmentation system, increasing core user participation to 80%+. Maintained user database to support targeted outreach and content optimization.

Key Projects

AI Lightweight Application: “LookForSchools”	Oct 2024 – Present
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- **AI Product Development & Implementation (0→1):** Built an AI-powered query and decision-support tool for education consulting. Integrated local education policies, 5000+ schools, and 20,000 housing datasets to create a structured knowledge base and intelligent search system. Enabled enrollment eligibility assessment, school selection, and personalized academic path recommendations, increasing overall problem-solving efficiency by 50%+.
- **Data & Model Optimization:** Developed and structured the education knowledge base to improve data usability and search efficiency. Collaborated with large language model APIs to continuously optimize answer accuracy and stability. Iteratively refined prompts and data systems based on user feedback, enhancing model consistency and interpretability in complex consultation scenarios. Increased education client conversion rate by 20%.
- **Cross-Functional Collaboration & Scalable Deployment:** Coordinated with Legal, PR, GR, and Brand teams to ensure compliance and content safety. Designed standardized operational workflows and trained frontline marketing and sales teams, achieving 100% tool adoption and saving 3 hours per day in sales operations. Transitioned AI capability from standalone tool usage to integrated business process embedding.

AI Marketing Platform: Intelligent Customer Service & AIGC Content Production	Oct 2024 – Present
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- **Marketing Efficiency Optimization:** Addressed low conversion, inconsistent responses, and scattered leads on Xiaohongshu. Led the development of an AI-powered unified marketing platform for multi-account automated responses and centralized lead management. Standardized marketing workflows and improved response timeliness across channels.
- **User Segmentation & AI Messaging Optimization:** Built user personas and tiered segmentation strategies. Designed differentiated AI messaging templates covering consultation stages and intent levels. Optimized AI response logic and conversion paths, increasing opportunities per post by 10% and overall conversion rate by 5%.
- **Human-AI Collaboration:** Established a hybrid operation model combining AI efficiency with human intervention at critical touchpoints. Trained sales teams to use the system effectively, achieving dual improvements in operational efficiency and conversion performance.

Education

The University of British Columbia	Bachelor of Commerce, Marketing Specialization	Sep 2016 – May 2021
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Skills

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- **Languages:** Mandarin (Native); English (IELTS 8.0, professional working proficiency); French, Spanish, Cantonese, Thai (conversational)
 - **AI & Marketing Technology:** Application of AI in marketing including AIGC, automation, and recommendation systems; prompt engineering and optimization; familiarity with RAG and AI agents; tools include ChatGPT, Claude, Coze, Midjourney, and Stable Diffusion
 - **Growth Marketing & Product Strategy:** User research, persona development, and customer journey mapping; AARRR framework application; conversion rate optimization (CRO) and funnel analysis; A/B testing and growth experimentation; product marketing support and business process optimization
 - **Data Analytics & Business Insights:** Advanced Excel (pivot tables, modeling), Power BI and Tableau for dashboarding and visualization; Google Analytics (GA4) for user behavior analysis (cohort, funnel, retention); performance metrics tracking (ROAS, CAC, LTV); basic SQL
 - **Digital Marketing & Channels:** SEO/SEM (Google Ads), content marketing, email marketing (EDM), and social media growth; experience across Instagram, LinkedIn, YouTube, X, TikTok, Meta Ads, Xiaohongshu, and WeChat; KOL/KOC and influencer marketing; go-to-market (GTM) strategy
 - **Tools & Platforms:** Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva, Figma; Shopify and WordPress; CRM systems, Hootsuite; Notion, Asana, Jira; Google Workspace; basic HTML for SEO and landing page optimization