

Kimberley Huang

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Professional Summary

- **End-to-End Marketing & Growth Expertise:** Full-funnel experience across user research, data analytics, campaign execution, and conversion optimization. Skilled in SEO/SEM, content marketing, EDM, and social media growth. Proven ability to translate data-driven insights into actionable strategies, delivering measurable improvements in revenue and conversion performance (50%+ growth achieved).
- **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.

Alumni Engagement Office, UBC Sauder School of Business	Alumni Events & Projects Specialist	Vancouver & Hong Kong & Shanghai	May 2019 – Apr 2020
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- **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

Growth and Conversion Optimization for Education – Related Clients	Oct 2025 – Apr 2026
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- **User Insights & Funnel Diagnosis:** Identified key conversion barriers via surveys and interviews. Improved lead-to-visit conversion rate by 20%+.
- **CRM & Lifecycle Growth Design:** Built CRM-based segmentation and lifecycle system from scratch. Improved sales productivity by 20% and conversion efficiency by 20%+.
- **Multi-channel Growth Strategy:** Designed full-funnel strategy (acquisition – activation – conversion – retention). Increased engagement depth and conversion rates across channels.
- **Data & AI-driven Optimization:** Built dashboards using Excel and Power BI for real-time performance tracking. Integrated AI tools (Coze, AIGC) to improve content and analytics efficiency.

Shopify E-commerce Growth Optimization	Aug 2022 – Dec 2022
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- **Conversion Funnel Redesign:** Led Shopify redesign project, improving CTR by 50%+ and CVR by 35%+.
- **Campaign Strategy & Execution:** Designed promotional campaigns (bundles, seasonal offers), increasing GMV by 20%+.
- **Product Strategy & Merchandising:** Managed 100+ SKUs and optimized product presentation, increasing sales volume by 50%+.
- **Data-driven Growth Iteration:** Built funnel tracking system and conducted continuous A/B testing. Developed scalable growth framework integrating content, campaigns, and conversion.

Education

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

- **Languages:** Mandarin (Native); English (IELTS 8.0, professional working proficiency); French, Spanish, Cantonese, Thai (conversational)
- **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 dashboard 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
- **AI & Marketing Technology:** AI Applications 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
- **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