

# 忻思萌

电话: +86 13661645774 | +61 495001891 邮箱: simeng.xin@u.nus.edu



## 教育经历

上海外国语大学 | 法语语言文学学士 | 经济学学士 (3.89/4.00) 2021.09 - 2025.06

新加坡国立大学 | 管理学硕士 (CEMS 双学位) (在读) 2026.01 - 2027.07

交换项目: 巴黎高等商学院 (HEC Paris)、悉尼大学 (USYD)、哥本哈根商学院 (CBS)

核心课程: 消费者行为学、营销管理、全球战略管理、国际金融、证券投资学、Python 程序设计

学业荣誉: 上海外国语大学优秀学生 (2次)、校优秀奖学金 (4次)、第八届“互联网+”创新创业大赛校级银奖

语言能力: IELTS 7.5, 法语 C1, 大学全英文授课

办公技能: 熟练掌握 Word、Excel、PowerPoint; 利用 Python 进行大量数据清洗与计算; 熟练使用多种 AI 工具

## 实习经历

Shopee | 线上营销实习生—战略与策划方向 | 新加坡 2026.04 - 2026.07

- **渠道拓展 & 商业分析:** 主导 Roblox x Shopee 跨界合作项目, 基于 MAU 规模 (覆盖 8 个市场, 合计 1.566 亿)、CPM 定价 (\$5) 等维度搭建渠道价值评分模型, 对 8 个市场进行优先级分级, 输出跨市场渠道准入建议
- **看板搭建 & 预算下钻:** 为巴西、中国台湾、菲律宾 3 大市场搭建 Spending & Performance 实时看板, 新增“地理位置”细分字段后下钻, 支持各市场预算的动态调整与及时纠偏
- **周度复盘 & 策略输出:** 基于区域周度渠道表现数据, 从 CPI、转化效率等维度进行分析, 识别出高消耗低转化的渠道/地区组合, 指导跨渠道预算再分配策略, 推动全渠道全地区 CPI 稳定控制在 \$1 以内 (CPI 环比下降 8%)

小红书 | 平台专家实习生 (欧莱雅组) | 上海 2025.09 - 2025.12

- **用户调研 & 策略产出:** 基于行业趋势数据与购买客画像分析拆解, 为兰蔻、赫莲娜、科颜氏等品牌策划撰写 6 套平台营销方案, 参与团队 Y26 年度运营核心策略制定 (IPFS), 服务品牌专项交易额达百万元级
- **行业研究 & 品类洞察:** 针对双十一大促, 对面霜、精华、眼霜等 5 大美妆品类进行售前趋势下钻分析, 以面霜品类为例识别出“养肤功效心智”“质价比面霜搜索高增”等增长信号, 为欧莱雅核心 SPU 市场定位策略提供数据支持
- **对客支持 & 数据下探:** 负责欧莱雅 LD 日常行业对客数据复盘工作, 建立 CTR、CPTI、CPUV 等标准化可视化指标体系, 统一多品牌度量口径, 沟通效率提升约 40%

⇒ 兰蔻菁纯“人设种草”Redcase 项目

- **人群建模 & 分层策略:** 基于品牌人设转译, 整合站内购买客行为数据, 将菁纯目标人群细分为质享宝妈、飒姐、千金、熟龄、男性等 6 大类, 搭建优先级评估框架, 一方渗透率从同比提升 55%, 为全年营销资源分配提供依据
- **场景匹配 & 内容策略:** 针对菁纯面霜、眼霜、粉底液、精华水四大核心单品, 拆解“人群 x 场景 x 买点”组合 (如医美人群 x 护眼时刻 x 功效卖点), 撰写精细化种草匹配方案, 推动各单品与其他 SPU 形成差异化竞争打法

Porsche 保时捷 | 市场营销实习生 | 上海 2025.02 - 2025.06

- **活动概念共创 & 落地验证:** 参与保时捷新品牌活动 brainstorm, 负责“318·Go Everywhere”车主体验活动及上海国际车展的筹备与现场执行, 围绕高端车主目标客群设计周边产品组合, 带动销量突破 11 万件
- **BI 数据下钻 & 效果归因:** 基于 BI 看板月度收集分析 100+ 场活动反馈数据, 从潜客数、商机转化率等维度下钻, 识别出高转化活动类型/渠道, 协助团队量化评估活动成效与市场影响力, 为后续活动排期提供参考

Ipsos 益普索 | 社媒聆听实习生 | 上海 2024.08 - 2024.12

- **用户洞察 & 营销效果优化:** 综合用户反馈与市场趋势, 从搜索指数表现、KOL 投放效率等维度进行下钻分析, 产出可落地营销洞察, 推动某牙膏品牌单品单月搜索量增长约 160%
- **电商舆情分析 & 月度复盘:** 评估美的、飞利浦等头部家电品牌电商营销数据, 通过内部平台从 100 万+ 条用户评论中提取并分类痛点关键词, 根据 NPS 情感指数挖掘真实消费者需求, 为品牌产品迭代与营销侧重点提供参考

## 项目经历

L'Oréal Brandstorm 商赛 | 新加坡赛区 2026.02 - 2026.04

⇒ 香水品类—通过 AI 平台探索线上种草与线下体验融合模式

- **行业洞察 & 产品设计:** 基于 Gen Z 香水品类高增长数据 (2022 年品类增长 29%、社媒声量增长 740%、中国 Gen Z 占全球份额 17% 居首) 及 AIDA 模型痛点拆解, 识别出“线上无法试闻”“担心过于大众化”等核心痛点, 据此设计 AI 驱动的“My Scent[ID]”平台, 涵盖气味测试、AI 情绪识别、DNA 智能匹配购物等功能模块, 构建“订阅制+电商转化+线下体验”三重营收模型解决用户痛点

# SIMENG XIN

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## EDUCATION

### Shanghai International Studies University

Sep 2021 – Jun 2025

*B.A. in French Language & Literature; B.S. in Economics (GPA 3.89/4.00)*

### National University of Singapore

Jan 2026 – Jul 2027

*Master of Management, CEMS Double Degree (in progress)*

**Exchange Programs:** HEC Paris, University of Sydney, Copenhagen Business School

**Core Courses:** Consumer Behavior, Marketing Management, Global Strategic Management, Python Programming

**Academic Honors:** SISU Outstanding Student Award (x2), University Excellence Scholarship (x4), 8th “Internet+” Innovation and Entrepreneurship Competition – University-level Silver Award

**Languages:** IELTS 7.5; French C1; coursework fully delivered in English

**Technical & Office Skills:** Proficient in MS Office; data cleaning and analysis using Python; skilled with AI tools

## INTERNSHIP EXPERIENCE

### Shopee | Online Marketing Intern – Strategy & Planning | Singapore

Apr 2026 – Jul 2026

- **Channel Expansion & Business Analysis:** Led the Roblox x Shopee collaboration; built a channel value scoring model (8 markets, 156.6M MAU, \$5 CPM), ranked market priority, and delivered cross-market access recommendations
- **Dashboard & Budget Drill-down:** Built real-time Spending & Performance dashboards for Brazil, Taiwan (China), and the Philippines with geolocation drill-down, enabling dynamic budget correction
- **Weekly Review & Strategy:** Analyzed weekly channel performance (CPI, conversion); identified high-spend/low-conversion combinations and guided reallocation, keeping CPI under \$1 (–8% MoM)

### Xiaohongshu (Rednote) | Platform Expert Intern, L’Oréal Team | Shanghai

Sep 2025 – Dec 2025

- **User Research & Strategy:** Authored 6 platform marketing proposals for Lancôme, Helena Rubinstein, and Kiehl’s; contributed to FY26 core strategy (IPFS), supporting RMB million-level brand transaction volume
- **Industry & Category Insights:** For Double 11, ran pre-sale trend analysis across 5 beauty categories; identified growth signals (e.g., “skin-nourishing efficacy,” value-for-money searches) informing L’Oréal’s SPU positioning
- **Client Support & Data Analysis:** Led L’Oréal LD’s client data review; built a standardized metrics system (CTR, CPTI, CPUV) across brands, improving communication efficiency by ~40%

#### *Lancôme Absolue “Persona Seeding” Redcase Project*

- **Audience Modeling:** Segmented target audience into 6 groups from purchase behavior data; built a priority framework that raised first-party penetration 55% YoY
- **Scenario & Content Strategy:** For 4 core products, mapped “audience x scenario x selling point” combinations and authored content-matching proposals, driving differentiated SPU positioning

### Porsche | Marketing Intern | Shanghai

Feb 2025 – Jun 2025

- **Campaign Co-creation & Execution:** Led planning and on-site execution of the “318 · Go Everywhere” owner event and Shanghai Auto Show; designed merchandise for premium owners, driving sales over 110,000 units
- **BI Drill-down & Attribution:** Analyzed feedback from 100+ events via BI dashboards across leads and conversion rate, identifying high-conversion formats to inform future scheduling

### Ipsos | Social Listening Intern | Shanghai

Aug 2024 – Dec 2024

- **Consumer Insights:** Analyzed search index and KOL placement efficiency, producing insights that drove a ~160% MoM search-volume increase for a toothpaste brand
- **E-commerce Sentiment Analysis:** Evaluated data for Midea, Philips, and other appliance brands; extracted pain points from 1M+ reviews via NPS scoring to inform product and marketing focus

## PROJECT EXPERIENCE

### L’Oréal Brandstorm Competition | Singapore Regional

Feb 2026 – Apr 2026

#### *Fragrance Category – Integrating Online Seeding and Offline Experience via an AI Platform*

- **Industry Insight & Product Design:** Based on Gen Z fragrance growth data (29% category growth, 740% social buzz growth, China’s 17% global share) and AIDA pain-point analysis, designed an AI-driven “My Scent[ID]” platform (scent testing, AI emotion recognition, DNA matching) with a subscription + e-commerce + offline revenue model