

刘箫仪

中国上海 | 133 0197 0906 | 13301970906@163.com

品牌整合营销 | 客户项目管理 | 消费者洞察

拥有媒体代理、消费品与海外互联网平台经历，覆盖家电、奢侈品、美妆、乳品和餐饮科技。能够从消费者与竞品洞察出发形成品牌与内容方案，并协调客户、策略、内容、供应商和媒体执行；兼具数据复盘、预算支持与现场项目经验。

重点经历

WPP Media（群邑〔上海〕广告有限公司） | 2025.03 - 2026.02

SEO/GEO执行 | 中国 上海

- 客户与交付 服务家电、奢侈品和美妆客户，包括但不限于老板电器、Loro Piana和倩碧；拆解日常需求，向客户汇报阶段进展，并协调策略、内容和供应商团队按节点交付。
- 洞察与建议 深度参与老板电器日报、周报、月报和年报，汇总搜索、舆情及竞品数据；在舆情波动节点提出调整内容量、发布节奏和平台优先级的建议。
- GEO方法 在GEO项目启动阶段使用SPSS辅助计算各平台引用率，建立基准监测口径，为Idea Go策略上线和后续复盘提供数据依据。
- 内容与商业支持 按品牌定位审核搜索、社交及AI答案内容；项目期间平均搜索排名提升10+个位次。制作供应商比价和成本测算模型，支持报价、供应商选择及预算管理。

联合国国际电信联盟（ITU） | 2026.03 - 2026.08

项目协调与传播 | 瑞士 日内瓦

- 多方协作 协调案例作者、技术评审、演讲嘉宾和内部团队，推进材料修订、报告发布及全球峰会工作坊交付。
- 项目复盘 汇总项目执行经验与参与者反馈，梳理流程和沟通中的改进点，为后续活动优化提供建议。

Arla Foods（阿拉福兹乳制品） | 2023.03 - 2023.07

市场部实习生 | 中国 上海

- 品类与上市 分析中国奶酪品类、竞品和渠道机会，参与Arla黄油在华营销、定价及渠道规划；新品上市首月销量达标。

其他经历

All Eat App | 市场部实习生 | 英国 伦敦 | 2024.09 - 2024.12 对接英国餐饮商户，取得Google商家资料管理授权；协助店铺信息维护与线上引流，并跟进权限、资料和上线问题。

上海仲裁委员会 | 合作发展部实习生 | 中国 上海 | 2022.07 - 2022.10 负责官网后台、微信公众号及会议新闻稿的编辑与发布。

上海市国际贸易促进委员会 | 贸投部实习生 | 中国 上海 | 2021.08 - 2021.09 翻译、编辑并发布贸易、投资法律和经济类资讯。

南艺云（南京）文化产业有限公司 | 项目助理 | 中国 上海 | 2021.01 - 2023.07 负责全国性活动的志愿者招募、排班和现场协调。

蒲塔（上海）商务咨询有限公司 | 贸易部项目实习生 | 中国 上海 | 2021.01 - 2021.11 调研中国燕麦饮料市场、竞品定价和消费者需求，形成市场报告。

教育背景

英国利兹大学 | 全球时尚管理硕士 | 英国 利兹 | 2023.09 - 2024.11

核心课程包括时尚营销、消费者心理、零售管理与供应链管理；于诺丁汉特伦特大学全球峰会汇报时尚与可持续发展主题。

上海第二工业大学 | 国际商务学士（全英语） | 中国 上海 | 2019.09 - 2023.06

GPA 3.67/5.00，专业前10%；上海市优秀毕业生，连续三年获得校级奖学金。

德国德累斯顿经济与技术大学 | 国际商务交换项目 | 德国 德累斯顿 | 2021.09 - 2022.03

学习市场管理、组织与供应链设计、人力资源管理及德语A1。

核心技能

品牌与营销：消费者与竞品洞察、品牌定位、整合营销传播、内容策略、社交媒体与KOL营销

项目与数据：客户沟通、项目排期、跨职能协作、供应商与预算支持；Excel、Google Analytics、SPSS、PowerPoint

语言与证书：普通话（母语）、英语（工作语言，雅思6.5）、法语（入门）；LVMH Inside Certificate

Xiaoyi (Isabella) Liu

Shanghai, China | +86 133 0197 0906 | 13301970906@163.com

INTEGRATED MARKETING | CLIENT PROJECT MANAGEMENT | CONSUMER INSIGHTS

Agency, consumer-goods, and overseas platform experience across home appliances, luxury, beauty, dairy, and food tech. Skilled in turning consumer and competitive insights into brand and content plans, then coordinating clients, strategy, content, vendors, and media through delivery and review.

SELECTED EXPERIENCE

WPP Media (GroupM Shanghai) | Mar 2025 - Feb 2026

SEO/GEO Executive | Shanghai, China

- Client delivery Supported home-appliance, luxury, and beauty clients including Robam, Loro Piana, and Clinique; translated day-to-day needs into tasks, reported progress, and coordinated strategy, content, and vendor teams.
- Insights Contributed closely to Robam's daily, weekly, monthly, and annual reporting, consolidating search, sentiment, and competitor data and recommending changes to content volume, publishing pace, and platform priorities during reputation spikes.
- GEO methodology Used SPSS at the start of GEO work to calculate citation rates across platforms and establish a baseline for the rollout and review of the Idea Go strategy.
- Content and commercial support Reviewed search, social, and AI-answer content against brand positioning; average search rankings improved by more than 10 positions during the project period. Built vendor comparison and cost models for quotations, selection, and budget management.

International Telecommunication Union (ITU) | Mar 2026 - Aug 2026

Project Coordination and Communications | Geneva, Switzerland

- Stakeholder coordination Coordinated use-case authors, technical reviewers, speakers, and internal teams through content revision, report publication, and Global Summit workshop delivery.
- Project review Consolidated delivery lessons and participant feedback into practical recommendations for improving future workflows and communications.

Arla Foods | Mar 2023 - Jul 2023

Marketing Intern | Shanghai, China

- Category and launch Analyzed China's cheese category, competitors, and channel opportunities and contributed to Arla Butter's China marketing, pricing, and channel plan; first-month sales met target.

ADDITIONAL EXPERIENCE

All Eat App | Marketing Intern | London, UK | Sep 2024 - Dec 2024 Worked with UK restaurant merchants to obtain access authorization for their Google Business Profiles; supported listing maintenance and traffic-driving activities and followed up on access, content, and launch issues.

Shanghai Arbitration Commission | Cooperation and Development Intern | Shanghai, China | Jul 2022 - Oct 2022 Edited and published website, WeChat, and conference content.

CCPIT Shanghai | Trade and Investment Intern | Shanghai, China | Aug 2021 - Sep 2021 Translated, edited, and published trade, investment-law, and economic content.

Nanyi Cloud Culture Industry | Project Assistant | Shanghai, China | Jan 2021 - Jul 2023 Supported volunteer recruitment, scheduling, and on-site coordination for national events.

Putu Business Consulting | Trade Project Intern | Shanghai, China | Jan 2021 - Nov 2021 Researched China's oat-drink market, competitor pricing, and consumer needs and produced a market report.

EDUCATION

University of Leeds | MA Global Fashion Management Leeds, UK | Sep 2023 - Nov 2024

Coursework in fashion marketing, consumer psychology, retail management, and supply chain management; presented on fashion and sustainability at Nottingham Trent University's Global Summit.

Shanghai Polytechnic University | BA International Business Shanghai, China | Sep 2019 - Jun 2023

GPA 3.67/5.00, top 10%; Outstanding Graduate of Shanghai and university scholarship recipient for three consecutive years.

University of Applied Sciences Dresden | Exchange in International Business Germany | Sep 2021 - Mar 2022

Coursework in marketing management, organization and supply chain design, human resources, and German A1.

CORE SKILLS

Brand and marketing: Consumer and competitor insights, positioning, integrated communications, content strategy, social media, and KOL marketing

Project and data: Client communication, scheduling, cross-functional delivery, vendor and budget support; Excel, Google Analytics, SPSS, and PowerPoint

Languages and certification: Mandarin (native), English (working proficiency; IELTS 6.5), French (basic); LVMH Inside Certificate