

刘箫仪

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

数字营销 | SEO/GEO | 内容增长

拥有媒体代理、海外互联网平台与国际科技项目经验，熟悉搜索意图与竞品诊断、SEO/GEO策略、内容生产和效果复盘。曾服务老板电器、Loro Piana和倩碧，能够将平台数据与AI答案引用表现转化为内容优先级。

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

- 项目交付 服务老板电器、Loro Piana和倩碧等家电、奢侈品与美妆客户，负责SEO/GEO日常交付、品牌声量监测、阶段复盘和客户沟通，并协调策略、内容与供应商团队。
- 搜索与内容策略 分析微信搜一搜、小红书、百度、知乎和抖音的搜索意图、关键词、内容表现及竞品声量；评估主流AI平台的品牌提及、答案倾向与引用来源，形成关键词、内容主题和平台优先级建议。
- 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策略上线和效果复盘提供数据依据。
- 规模与结果 深度参与老板电器日报至年报，累计审核1,000+篇SEO/GEO内容；结合数据识别舆情波动节点，提出调整内容量与发布节奏的建议。项目期间平均搜索排名提升10+个位次。

All Eat App | 2024.09 - 2024.12

市场部实习生 | 英国 伦敦

- 商户授权 对接英国餐饮商户，取得Google商家资料管理授权，并在商户与内部团队之间跟进权限、资料和上线问题。
- 店铺引流 协助团队维护Google店铺信息和线上引流设置，结合商户反馈整理执行问题，支持后续沟通与调整。

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

- 内容运营 管理AI应用案例的内容审核、作者修订和版本流程，并将技术议题转化为短视频选题、脚本结构和视觉建议。
- 工具与交付 使用AI工具梳理流程概览并辅助批量邮件撰写，支持中期及终期报告和全球峰会工作坊交付。

其他经历

Arla Foods (阿拉福兹乳制品) | 市场部实习生 | 中国 上海 | 2023.03 - 2023.07 分析奶酪品类、竞品和渠道数据，支持Arla黄油在华营销、定价与渠道规划。

机构传播实习 | 上海仲裁委员会、上海市贸促会 | 中国 上海 | 2021.08 - 2022.10 负责官网、微信公众号和会议新闻稿；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

增长与内容: SEO、GEO、搜索意图、关键词策略、竞品声量、AI答案与引用分析、内容生产和效果复盘

数据与工具: Excel、Google Analytics、SPSS、PowerPoint、Photoshop、Premiere

语言: 普通话 (母语)、英语 (工作语言, 雅思6.5)、法语 (入门)

Xiaoyi (Isabella) Liu

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DIGITAL MARKETING | SEO/GEO | CONTENT GROWTH

Experience across a media agency, an overseas consumer platform, and an international technology initiative. Skilled in search-intent and competitor analysis, SEO/GEO planning, scaled content delivery, vendor coordination, and performance review for home-appliance, luxury, and beauty clients including Robam, Loro Piana, and Clinique.

SELECTED EXPERIENCE

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

SEO/GEO Executive | Shanghai, China

- Project delivery Managed day-to-day SEO/GEO delivery for home-appliance, luxury, and beauty clients including Robam, Loro Piana, and Clinique, covering visibility monitoring, performance reviews, client communication, and coordination across strategy, content, and vendor teams.
- Search and content strategy Analyzed search intent, keywords, content performance, and competitor share of voice across WeChat Search, Xiaohongshu, Baidu, Zhihu, and Douyin; assessed AI-platform brand mentions, answer sentiment, and citation sources to set keyword, content, and platform priorities.
- 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.
- Scale and results Contributed to Robam's reporting from daily to annual cycles and audited more than 1,000 SEO/GEO articles. Used consolidated data to recommend changes to content volume and publishing pace during reputation spikes; average search rankings improved by more than 10 positions during the project period.

All Eat App | Sep 2024 - Dec 2024

Marketing Intern | London, UK

- Merchant authorization Worked with UK restaurant merchants to obtain access authorization for their Google Business Profiles, following up on permissions, content, and launch issues between merchants and the internal team.
- Store traffic Supported Google listing maintenance and online traffic acquisition, using merchant feedback to identify execution issues and inform follow-up adjustments.

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

Project Coordination and Communications | Geneva, Switzerland

- Content operations Managed review, author revisions, and version control for AI use cases and translated technical topics into short-video ideas, script structures, and visual recommendations.
- Tools and delivery Used AI tools to map workflows and support batch email drafting, contributing to interim and final reports and Global Summit workshop delivery.

ADDITIONAL EXPERIENCE

Arla Foods | Marketing Intern | Shanghai, China | Mar 2023 - Jul 2023 Analyzed cheese-category, competitor, and channel data to support Arla Butter's China marketing, pricing, and channel plan.

Institutional Communications Internships | Shanghai Arbitration Commission and CCPIT Shanghai | Shanghai, China | Aug 2021 - Oct 2022 Managed website, WeChat, and conference content and translated and edited trade, investment-law, and economic updates.

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

Growth and content: SEO, GEO, search intent, keyword strategy, competitor share of voice, AI-answer and citation analysis, content production, and performance review

Data and tools: Excel, Google Analytics, SPSS, PowerPoint, Photoshop, and Premiere

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