





# XIN YING LAW

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## SUMMARY

A Bachelor of Management graduate majoring in International Marketing, with practical exposure to digital marketing, social media engagement, and brand strategy. Gained hands-on experience through internship and full-time roles at a top-tier Chinese online gaming company, developing strong competencies in campaign execution, cross-market strategy (China & overseas), content creation, user insights, and performance analysis. Proficient in leveraging data to drive marketing decisions and optimize results and tracking market trends and consumer behavior. Strong adaptability, detail-oriented, and tech-savvy, with a proactive mindset and the ability to thrive in fast-paced environments.

## Work experience

### Marketing Intern & Assistant (KINGNET)

APRIL 2024 - APRIL 2025

#### *Responsibilities:*

- Executed and optimized Google Ads campaigns to drive user acquisition and improve ROAS.
- Researched competitors across lifecycle stages, including ad strategy, brand activities, store pages, and KOL collaborations.
- Built audience profile based on demographics, preferences, and behavioral by game type.
- Analyzed ad creatives to identify viral elements such as formats, styles, tone, and layout.
- Created creative content and scripts for ad materials based on current market trends.
- Monitored data accuracy across platforms, and supported performance optimization.
- Delivered weekly reports with insights and proposed creative and media directions with team.

#### *Achievements:*

- Independently managed a user acquisition campaign with over USD 50,000 in ad spend.
- Awarded **Best Overseas Creative Ad Team** for excellence in cross-market campaign performance.
- Contributed to one game's selection in the **National Key Cultural Export Program**.
- Drove sustained net profit growth for a game that ranked among top overseas bestsellers in TAIWAN.

### Part-Time Teaching Assistant - Art & Early Childhood Education

APRIL 2018 - APRIL 2023

#### *Responsibilities:*

- Taught small-group classes (6-8 students); focused on painting, vocabulary, and pronunciation.
- Designed tailored lesson plans and teaching materials.
- Maintained parent communication and progress tracking.

### Operations & Accounting Assistant - Family Business (Durian Wholesale)

#### *Responsibilities:*

- Managed basic bookkeeping, transaction records, and supplier documentation.
- Assisted with inventory, cost tracking, and simple cash flow reporting.

## Education

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### Bachelor of Management

Beijing Foreign Studies University

- Major in Business Administrative (Focus on International Marketing). March 2020 - Jan 2025
- Certificate of Participation - *International Scientific Conference "Science for the Benefit of Humanity - 2023"* Suspended 1 year during pandemic
- Awarded: Certificate of Honor - Outstanding Graduate Award

## Skills

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### Digital Marketing & Advertising

- Performance Marketing: Google Ads, Facebook Ads, TikTok Ads
- SEO/SEM Strategy & Execution
- Budget Planning, Campaign Optimization & Performance Tracking
- Analytics Tools: GA4, Google Ads Dashboard

### Social Media & Content Strategy

- Facebook, Instagram, TikTok, YouTube, Douyin, Xiaohongshu, Kuai Shou
- Cross-platform Content Creation
- Localization
- Short-form Video Planning & Editing (Basic)
- Campaign Copywriting & Community Engagement

### Market Research & Audience Insights

- Research Platforms
- Trend Monitoring across Platforms (Shorts, Social Media, Forums)
- Consumer Profiling
- Competitive Benchmarking

### Team Collaboration & Communication

- Cross-functional Team Coordination
- Multilingual Communication (Mandarin - Native; English - Intermediate; Malay - basic)

### Tools & Software

- Canva,
- CapCut (basic)
- AI Image Generation
- Midjourney, Keling, ChatGPT
- Google Workspace
- MS Office - Word, Excel, PowerPoint