

# YANG Yuanling

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My portfolio: <https://lynnyang.me/>

## EDUCATION

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- **Hong Kong Baptist University**      **Master of Social Work**      **2024.09 - 2025.10**
- **Guangdong University of Education**      **Bachelor of Administrative Management**      **2018.09 - 2022.06**
- **Exchange Student in Nanyang Technological University, Singapore**      **2019.08**

## WORK EXPERIENCE

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**AI Brew HK Limited - Marketing & Communication Manager**      **2025.10 - Present**

### **Internship**

**2024.09 - 2025.09**

- Designed a multi-channel launch workflow for new kits, transforming the launch from simple product exposure into a conversion-driven system across positioning, content seeding, user communication, and page optimization; increased the new kit repeat purchase rate from a previous average of 3.7% to 17.18%.
- Built a repeat purchase mechanism for regular brewing kits through monthly featured product campaigns, continuously refreshing product positioning, page content, and user communication, increasing the repeat purchase rate from 1.05% to 3%.
- Planned and executed key annual campaigns across acquisition, content seeding, user communication, discount conversion, and abandoned cart recovery; the BFCM campaign contributed 51% of annual sales, while the Father's Day campaign achieved 211% year-over-year sales growth.
- Used the Saudi Arabia market as a growth pilot, co-developing paid acquisition strategy and launching a new ad account for testing; improved CTR from 1% to 2% and ROAS from 2 to 7 through audience testing, creative optimization, and conversion path refinement.
- Built a post-acquisition private-domain conversion mechanism in the Saudi market, connecting community operations, user follow-up, content education, and sales support to drive approximately 15% month-over-month market growth.
- Led the global online Brew Challenge, integrating social media promotion, website publishing, user participation, and voting mechanics; attracted 3,000+ participants, doubled organic website traffic during the campaign period, and improved both acquisition and engagement.
- Drove the 100 User Stories project by maintaining core user relationships, turning real product experiences into reusable content assets, and converting suitable users into brand advocates for affiliate promotion, strengthening brand trust, user loyalty, and acquisition.
- Built and managed the brand's social media content framework and publishing plan, optimizing content direction around brand positioning, user education, campaign communication, and sales conversion; implemented the framework across Facebook content operations and community engagement, driving approximately 15% month-over-month growth in views and engagement.
- Monitored market feedback across different regions and analyzed browsing, purchase, and bounce behavior to identify landing page issues, product education gaps, and conversion barriers.
- Managed the affiliate and creator partnership program, sourcing creators across home brewing, food, lifestyle, tech, and beverage-related verticals from the perspective of long-term content assets and acquisition potential; evaluated creators based on audience fit, content style, and collaboration potential.
- Built an influencer and PR collaboration workflow, using AI tools to automate creator/media discovery, initial screening, content and audience-fit analysis, outreach tracking, and resource documentation, improving partner evaluation efficiency and long-term collaboration management.
- Planned EDM campaign content and segmented user communication across new product launches, seasonal campaigns, repeat purchase reminders, and abandoned cart recovery, optimizing email content, user touchpoints, and conversion paths.

- Independently led the launch of two new products on Indiegogo, generating USD 100K in revenue through campaign storytelling, product positioning, EDM communication, and social content support.

**iGulu (Shanghai) intelligent Technology Co.,Ltd. - Marketing Specialist** **2023.03 - 2024.08**

- Supported product research, pricing, and marketing execution for a Kickstarter campaign, including social media operations, paid ads, and creator collaboration, generating USD 472K, attracting 1,103 backers, and reaching 160% of goal.
- Planned and executed social media campaigns that delivered 10% month-over-month growth in engagement.
- Designed conversion paths from social media to sales, contributing to 15% month-over-month sales growth.
- Represented the company at CES 2024 in Las Vegas, showcasing product innovation and building connections with distributors in Australia and the Middle East.
- Managed daily operations of the U.S. website and used Google Analytics to identify drop-off points and optimize the conversion path, increasing conversion rate by 12%.
- Supported overseas brand promotion and market communication across crowdfunding, e-commerce, social media, and advertising channels.

**EXTRA- CURRICULAR ACTIVITIES**

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**NGO Practicum – Team Leader, Hong Kong Christian Service (Tin Lun Centre)** **2025.03 – Present**

Social Media & Content Communications Project

- Supported content communication for social issue and community-based projects, planning and producing video content tailored to different audiences to strengthen public engagement and online reach.
- Contributed to a street interview project on emergency room fee increases, capturing public perspectives to support issue-based communication and community discussion.
- Developed both an expert interview video on psychological support and an AI-assisted illustrated video for children around the Tai Po fire-related topic, translating professional mental health content into more accessible formats for different audiences.
- Supported Instagram content operations and video production for the New Dad Program, contributing to parenting-related content planning, visual development, and ongoing content output.
- Applied AI tools across social impact communication, educational content, and community video production workflows to improve efficiency and flexibility in a small-team environment.

**Student Leadership (2019–2022)**

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- Served as Student Representative liaising with provincial bureau; Executive Chairman of Student Union, leading 150 - members team to organize reforms and events.

**AWARDS & CERTIFICATIONS**

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- China Telecom National Scholarship (2020, national-level, one per university);
- Innovation Award, Greater Bay Area Competition (2021) • Outstanding Student Cadre, Guangdong (2021)
- AI-Powered Shopping ads Certification • Google Ads Apps Certification • Google Analytics Certification
- Google Ads Search Certification • HubSpot Digital Marketing Certificate

**SKILLS**

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- **Marketing & Growth:** Brand content strategy, social media operations, user operations, campaign planning, repeat purchase growth, affiliate program management
- **AI&Digital Workflow:** Claude, ChatGPT, Manus; used for landing page structure optimization, content reorganization, creator analysis, feedback synthesis, video production, and workflow efficiency improvement
- **Analytics & Tools:** Excel, PowerPoint, Google Analytics, AI tools
- **Languages:** Mandarin (native), Cantonese (fluent), English (fluent)
- **Core Consulting Skills:** Cross-cultural communication, project management, audience insight, content-to-conversion thinking, data analysis, fast learning, execution