

Vicky (Shaowen) SUN

+86 15130965331 | sunshaowen9@163.com
www.linkedin.com/in/shaowen-s | github.com/Vicky-819

PROFESSIONAL SUMMARY

Data-driven **Growth & Digital Marketing Specialist** with a Master's degree in **Science Communication** (Data Analytics & Public Communication). Demonstrated track record in driving e-commerce GMV growth, social media IP building, multi-channel viral campaigns, AI product operations, and monetization. Skilled at turning audience insights and product data into measurable growth, product, and communication outcomes. Fluent in English, Mandarin, and Korean.

EDUCATION

Universiti Malaya (QS58) QS Top100	Kuala Lumpur, Malaysia
Science Communication Master	2025.09 - 2026.11
Core Focus: Big Data Science Communication, Data Visualization, Media Insights, Strategic Decision Making.	
Central South University of Forestry and Technology	Hunan, China
International Tourism Management Bachelor	2020.06
Honors: National Scholarship (Second Prize), Environmental Contest Award, Volunteer.	

PROFESSIONAL EXPERIENCE

Shanghai Haiying Sanitary Products Co., Ltd	Shanghai, China
E-commerce Operations Manager(Growth & Content)	2025.06 - 2025.09
0-1 E-commerce Growth: Orchestrated multi-channel e-commerce setup on TikTok/RED from scratch, generating USD \$78,000+ (RMB 550,000+) in total sales and 17,000+ orders within 3 months. Content & Traffic Strategy: Managed 3 TikTok accounts and produced 239 short videos; achieved viral video views exceeding 300k+ and beat industry average 5-second completion rate (14.6%-16.1%). Performance Advertising: Spearheaded paid ad campaigns, keeping ROI consistently > 1.2 and directly driving USD \$25,000+ revenue in 19 days. Product Communication: Contributed to product naming, selling-point refinement, product-page copy, and visual direction to align product expression with market demand.	
Gaoding Design Technology Co., Ltd	Shanghai, China
Product Operations Specialist Intern (AI Features)	2025.02 - 2025.05
Feature Operations & Retention: Led end-to-end launch of new Web/App AI features, increasing Day-7 New User Retention Rate to 24%. Growth Campaigns & Monetization: Executed 100+ resource slot allocations monthly; launched viral AI styling tools that significantly contributed to quarterly business KPIs. Data Analysis & Product Iteration: Tracked DAU/MAU metrics via analytics engines, delivered bi-weekly competitor insights, and successfully implemented 3 product improvement features.	
Zhi Zhuo Education Co., Ltd	Tianjin, China
New media operations Specialist	2023.09 - 2024.07
IP Portfolio Management: Scaled brand presence across Douyin (200k+ followers), Video Channel (20k+ followers), and WeChat Official Account (10k+ followers); built RED from 0-1. Monetization & Community Building: Built a paid community from 0 to 1, acquiring 300+ paying users in month one and generating RMB 70K+; supported one of course sales of RMB 540K+ serving 3,000+ students.. Live Stream Operations: Established live streaming SOPs (15 sessions/month). optimizing conversion funnels. CTR. and	

private domain traffic flow.

Qinghe Zhizhen Experimental Middle School

Hebei, China

New Media Operations Specialist

2022.06 - 2023.06

- **Viral Media Campaigns:** Spearheaded major marketing events, creating Weibo trending topics with **24M+ views** (#1 on local trending list); covered by **17+ major media outlets** including People's Daily and Red Star News.
- **Account Growth & Copywriting:** Managed official WeChat account from selection to layout, publishing **100+ articles** (14 articles exceeding 10k+ views, peak 69k views) and increasing followers by **7,000+** in 3 months.
- **PR & Media Relations:** Authored press releases and news reports, successfully published in **8 media publications** to enhance brand reputation.

ByteDance Co., Ltd

China

Campus Vlogger Account Operations Intern

2020.02 - 2020.06

- **Account Growth:** Built a personal video account from 0-1, successfully achieving Verified Yellow V Status on the platform.
- **End-to-End Production:** Managed entire vlog production workflow from video shooting to post-editing (CapCut/Jianying), maintaining high-frequency content output with average views exceeding **2,000+ per video**.

PROJECT EXPERIENCE

Vicky Personal Portfolio Website

2026

Independent Digital Project | Bilingual Web Portfolio

- **Information Architecture & Strategy:** Designed a bilingual interactive portfolio with structured information hierarchy and project storytelling, streamlining recruiter evaluation across product, growth, and content domains.
- **Visual & Content Systems:** Spearheaded the visual identity, responsive UI layouts, and bilingual content system, applying editorial design principles to deliver a seamless cross-device case-study experience.
- **AI-Native Frontend Development:** Engineered and deployed the React-based site using **Cursor, Codex, and GitHub**, leveraging AI-assisted workflows to rapidly execute layout iterations, state management, and responsive presentation.

Flight Deal Discovery Platform

2026

Independent Product Project | Interactive Web Prototype

- **Product Strategy & PRD:** Researched flight search and deal-discovery pain points to design an end-to-end user journey spanning discovery, fare evaluation, risk assessment, and price-drop tracking.
- **UX & Feature Architecture:** Architected a 6-core-page V1 prototype, integrating multi-dimensional filtering, deal scoring, dynamic price trends, and subscription alerts to reduce user decision friction.
- **AI-Assisted Rapid Prototyping:** Leveraged AI tools with React, TypeScript, Vite, and Tailwind CSS to rapidly develop a fully interactive frontend with realistic mock data and unified state management.

KEY SKILLS & COMPETENCIES

- **Growth & Marketing:** E-commerce Growth · TikTok / Douyin · RED · Paid Traffic · Social Media Operations · Campaign Strategy
- **Data & Product:** Data Analysis · SPSS · SQL (basic, MySQL) · Excel · Figma · Canva · CapCut / Jianying · Competitor Research · FunnelOptimization · Content Strategy
- **AI Tools & Innovation:** ChatGPT · Gemini · Cursor · Codex · Midjourney · AI-assisted Development
- **Languages:** Mandarin (Native) · English (IELTS 6.0 , Reading 7.5) · Korean (TOPIK Level 5)