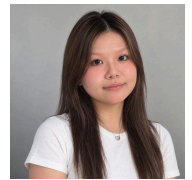


LEYI QIN

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Amsterdam, Netherlands | Portfolio: [Leyi Qin](#)



PROFESSIONAL EXPERIENCE

Mars Petcare (USA) | Marketing Intern – E-commerce & Performance

05/2022 – 05/2023

- **Performance Marketing:** Optimized paid social campaigns in Meta Ads Manager across audience targeting, creative testing and budget allocation (~€2.8K monthly budget), monitoring core performance metrics including CTR, CPA/CAC, ROAS and conversion rate; improved CTR by 46% and reduced CPE by 35% through continuous testing and optimization.
- **E-commerce Growth:** Diagnosed post-click funnel drop-offs for a key SKU on e-commerce platform, increasing add-to-cart rate from 2.5% to 6.3% (+152%) and driving 150%+ MoM sales growth.
- **Global-to-Local Content Strategy:** Used Meta and Instagram to benchmark 9 international pet and lifestyle brands across the US, Europe and APAC, analysing creative formats, engagement patterns and creator strategies; localized the strongest learnings into social content that achieved Top-1 category performance in engagement and follower growth.
- **Digital Product:** Supported the 0-to-1 launch of PETTINDER, a consumer engagement website, contributing 5K+ users and 35% of quarterly GMV. Reported directly to US-based VP and mentor, with funnel analysis and brand decks conducted in English.

Beiersdorf (Germany), NIVEA MEN | Brand Marketing Intern – Product & GTM

06/2023 – 09/2023

- **New Product Launch & Cross-Market Coordination:** Coordinated three product launches with German HQ, Legal, R&D and local teams, managing requirements, approvals, import processes and SAP PO/invoice workflows. All three SKUs launched on schedule, with ~10 days saved on two launches; the hero SKU reached Top-3 GMV in its launch month.
- **Valentine's Campaign & Creator Strategy:** Identified a key gifting insight — the shopper and end user were often different — and translated it into a Valentine's Day gift-set campaign. Coordinated 70+ creators across TikTok, Meta platforms and other social channels, helping the campaign reach Top-3 category exposure and drive a 10% uplift in overall product sales.

Danone (France), Aptamil | Digital Marketing Intern – Performance

01/2025 – 05/2025

- **Creative Testing & A/B Experimentation:** Identified creative fatigue across category content, developed a new visual hypothesis inspired by beauty marketing, and validated it through A/B testing; the winning format increased CTR by 17.6% and was scaled into future creator briefs.
- **Search & Competitive Analytics:** Built a Power BI monitoring dashboard tracking 40+ brand, product and consumer-intent keywords across SEO and paid search, combining competitor and portfolio benchmarking to improve Top-20 brand visibility from 12% to 20% (+8pp).
- **Cross-Market Creator Strategy:** Sourced and contacted ~25 creators for the German market through Meta platforms, then evaluated content and market credibility using Amazon.de and dm sales data, Google search visibility and engagement performance; ~25% of content generated ~40% of engagement and contributed to ~15% social account growth.
- **AI-Assisted Consumer Insights:** Used AI-assisted analysis to synthesize 800+ UGC posts and comments into recurring consumer pain points, including availability, product usage and preparation issues, translating findings into actionable recommendations for content and e-commerce teams.

EDUCATION

University of Amsterdam | MSc Business Administration – Digital Marketing

09/2025 – 08/2026

- Digital Marketing & Analytics 9.0/10 | Theories of Marketing 8.0/10 | Thesis 8.0/10
- Master's Thesis: AI Virtual Try-On A/B experiment (N=199); analyzed behavioral and survey data using SPSS to evaluate consumer decision-making and e-commerce conversion.
- Google Ads & GA4 Project: Built a Search campaign and analyzed GA4 performance; identified strong CTR (7.6% vs. 6.8% benchmark) but weaker CVR (2.8% vs. 4.0%), recommending conversion improvements.

Donghua University | BSc Information Management & Information Systems

09/2021 – 06/2025

PROJECT EXPERIENCE

E-commerce Marketplace & Analytics App | Project Lead

3rd Prize

- **Product & Analytics:** Designed an end-to-end discovery → search → PDP → cart → checkout journey and KPI dashboard; applied funnel and SKU analysis to identify conversion opportunities.

SKILLS

- **Digital Marketing & Analytics:** Google Ads | Meta Ads | GA4 | Power BI | Tableau | SQL (SELECT, JOIN, GROUP BY) | Python (Pandas, NumPy) | SPSS | A/B Testing | Conversion Funnel Analysis
- **Commercial & Marketing:** E-commerce Growth | GTM | Consumer Insights | Campaign Management | Competitive Analysis
- **Office & ERP:** SAP (PO/Invoice Processing) | Word | PowerPoint
- **Cross-Cultural & Project:** Cross-Border Stakeholder Management | Agile/Scrum | Cross-Functional Collaboration
- **Languages:** English (Full Professional Proficiency, C1, IELTS 7.5) | Mandarin (Native)
- **Interests:** Formula 1 · Island Hopping · Stray Animal Rehoming · Cooking · DIY Fashion & Bag Making