

XINYU GUO

Global Marketing | Product Marketing | Brand Communications

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Graduate marketing candidate with hands-on experience across global marketing, product commercialization, brand communications, and localization in China and Germany. Worked on BASF Agricultural Solutions, HopeGoo overseas growth campaigns, and Nikon product launches, combining customer insight, cross-functional execution, creator/media relations, and data analysis. Comfortable using generative AI to accelerate research, content development, and data processing while validating outputs through human review and business feedback.

EDUCATION

Shanghai Jiao Tong University | M.A., International Chinese Language Education

Sep 2023 – Mar 2027

- GPA 3.88/4.00; top 10%. Focus: cross-cultural communication, audience research, international communication, and content strategy.

Heidelberg University | Graduate Exchange, Cross-Cultural Studies

Sep 2025 – Aug 2026

- Completed a one-year exchange in Germany while supporting localization and marketing programs at the Confucius Institute at Heidelberg University; developed first-hand insight into European audiences and cross-cultural communication.

Minzu University of China | B.A., Chinese Language & Literature; Second Degree, Education

Sep 2017 – Jun 2023

- GPA 3.82/4.00. Coursework included content analysis, communication writing, cultural studies, research methods, and behavioral analysis.

EXPERIENCE

BASF | Agricultural Solutions | Marketing Intern

Aug 2026 – Present

- Supported commercialization of low-carbon and biotechnology-based agricultural solutions in China by reframing technical value into customer decision drivers such as cost reduction, yield improvement, carbon reduction, and ROI; developed 10+ product and sales packages used in conversations with 500+ key B2B fertilizer customers and partners.
- Partnered with technical, marketing, and field sales teams to turn complex product information into localized sales enablement assets, including one-pagers, competitor comparison sheets, ROI calculators, and FAQs; used AI to accelerate competitor synthesis and first-draft FAQ creation, cutting preparation time by ~50% and producing two reusable sales toolkits.
- Conducted market research for BASF nitrogen-management products (Ampliqan/Limus), synthesizing public technical data, distributor feedback, and sales records into 10 market/competitive analyses; two were used in pricing and channel strategy discussions.

Tongcheng Travel | HopeGoo | International Marketing & Campaign Ops

May 2025 – Sep 2025

- Combined first-party customer profiles, historical campaign data, social conversations, and competitor activity; used AI-assisted keyword extraction, sentiment analysis, and topic clustering to identify Hong Kong/Macau demand around family travel, short-haul trips, and priority destinations, supporting the launch of five ancillary product categories and 30K+ orders for newly added products.
- Owned localization strategy and execution for three Hong Kong campaign moments across audience targeting, creative concept, product selection, offer mechanics, and landing-page journey. A Christmas “mystery box + localized creative + WhatsApp referral” campaign generated 40K+ UV and 8K+ orders, up 40% vs. the prior period; contributed to seven campaigns totaling 100K+ UV and 20K+ new-product orders.
- Identified weak post-event retention in a summer promotion and worked with business, design, and external partners to connect offline activation with coupons and owned community channels, reaching 5,000+ attendees and acquiring 2,000+ new users.
- Tracked the funnel from impressions and UV through clicks, orders, and payments; compared channel, creative, and audience performance to optimize offers and messaging, and codified two reusable campaign playbooks from post-campaign learnings.

Ruder Finn | Nikon | Brand PR & Marketing Communications Intern

Oct 2024 – Dec 2024

- Researched consumers, competitors, and content trends for the Nikon Z50II launch; identified that spec-heavy camera messaging underperformed with younger audiences and helped shift the narrative toward accessible creation use cases such as travel, vlogging, and everyday moments. Top related content reached 100K+ views and product search interest increased ~30%.
- Managed creator sourcing, outreach, briefing, content review, and post-campaign tracking; used AI to organize profiles for 200+ photography/digital creators, selected 20+ partners, and produced 30+ creative briefs. Expanded the mix into lifestyle and travel creators, generating 1M+ cumulative content impressions.
- Supported media relations and launch-event communications across press releases, media kits, invitations, and reporting; coordinated attendance, coverage, and content checks for 10 product launches/experience events and supported monitoring and response for one potential reputational issue.

Confucius Institute at Heidelberg University | Local Marketing & Community Ops

Oct 2025 – Jul 2026

- Managed engagement across three core audience segments—local youth, adults, and families—using registration data, on-site conversations, and feedback to refine themes, content formats, and targeting; identified stronger demand for hands-on experiences among local German audiences and higher interest in traditional festivals among Chinese-German families.
- Planned and delivered 10+ cultural workshops end to end, covering concept, run-of-show, budget, venue, materials, and on-site execution; adapted calligraphy, paper cutting, bamboo weaving, and shadow puppetry into accessible, participatory formats for local audiences.
- Built a multi-channel promotion mix across Instagram, TikTok, website, email, posters, schools, and partner organizations for 30+ annual activities, reaching 2,000+ people and improving registration conversion by ~30% through channel and message optimization.
- Developed partnerships with companies, universities, museums, community groups, and cultural organizations; launched five new joint programs, two of which became recurring annual collaborations, and secured local resources and promotional support for 30+ activities.

INTERNATIONAL COMMUNICATIONS & LEADERSHIP

Xinhua News Agency | International News Reporter / Editor

Jun 2024 – Sep 2024

- Reported in English on technology, business, society, and culture for international audiences and independently pitched stories on study tours and inbound travel in China; produced 30+ English-language articles, with a top story republished by 500+ domestic and international outlets.

Cross-Cultural Youth Community, Germany | Co-founder & Community Ops

Nov 2025 – Jul 2026

- Co-founded a cross-cultural youth community from 0 to 1, shaping positioning, program structure, operating rhythm, team responsibilities, speakers, venues, and partnerships; delivered 10+ events for 500+ participants and built a core community of 100+ members.

Ethnic Museum / Qian Xuesen Library | Bilingual Guide & Team Lead

Mar 2019 – Jul 2024

- Delivered bilingual Chinese-English tours to 5,000+ visitors across international delegations, academics, students, and public audiences, tailoring narrative depth and messaging by audience. As team lead, managed volunteer recruitment, training, scripts, scheduling, and service quality to standardize delivery.

Mantianxing Cultural Nonprofit | Project Lead

Sep 2018 – Jan 2022

- Led a 30+ member cross-functional student team across annual planning, staffing, external partnerships, and delivery; introduced project-based squads and cross-sector collaboration to execute field research, cultural product development, charity sales, and school outreach reaching 2,000+ participants, while documenting reusable SOPs.

AI & DATA

- Analyzed 100 overseas creators and 2,000+ videos across audience profile, content themes, engagement, brand partnerships, and comment feedback; used AI-assisted classification plus manual sampling and correction to improve reliability, producing a 30+ page research report, a creator database, and reusable prompt/research templates.
- Used Codex to build a personal website and lightweight data-processing tools for information organization, batch processing, and content analysis.
- Applied generative AI across customer research, competitor analysis, campaign ideation, localization, event planning, and data processing, with human review, fact-checking, and business feedback built into the workflow.

SKILLS & RECOGNITION

Languages: Mandarin (native); English (professional working proficiency, IELTS 7.0); German (A2).

Tools & Channels: ChatGPT, Claude, Gemini, Codex; Instagram, TikTok, LinkedIn, website/CMS operations; basic photo/video production and editing.

Core Skills: International marketing, product marketing, audience research, campaign strategy, localization, creator marketing, B2B marketing, brand communications, project management.

Selected Recognition: 1st Place, Beijing University Museum Interpretation Competition; SJTU Gold Medal Guide; 2nd Place, SJTU Science Communication Competition; graduate scholarships.



教育背景

上海交通大学 (985) 人文学院 汉语国际教育	硕士	2023.09 - 2027.03
GPA 3.88/4.0, 专业排名前 10%; 方向: 跨文化传播、受众研究、国际传播与内容策划。		
海德堡大学 (QS 前 100) 跨文化研究所	硕士海外交换	2025.09 - 2026.08
赴德交换一年, 同期在海德堡孔子学院从事本地化运营与市场推广, 积累海外本地用户观察与跨文化沟通经验。		
中央民族大学 (985) 文学院 汉语言文学 / 教育学第二学位	本科	2017.09 - 2023.06
GPA 3.82/4.0; 方向: 内容分析、传播写作、文化研究、调研方法及行为研究。		

实习经历

巴斯夫 BASF Agricultural Solutions Marketing Intern	2026.08 - 至今
【新品推广】 参与绿色低碳、生物科技类新品中国市场商业化落地。针对技术价值难以直接转化为客户采购理由的问题, 将核心卖点重构为降本、增效、减碳及 ROI 等客户决策指标, 输出 10+ 套产品及销售方案, 支持销售团队面向 500+ 核心企业及合作伙伴的沟通。	
【销售支持】 协同总部技术、市场与一线销售 3 类团队, 结合 AI 工具将专业技术资料转化为销售、渠道及客户可直接使用的本地化 Toolkit, 包括卖点一页纸、竞品对比表、ROI 测算表及 FAQ; 其中利用 AI 辅助完成竞品信息整理与 FAQ 初稿生成, 效率提升 50%; 结合一线反馈持续迭代产品表达, 形成 2 套可复用材料;	
【市场调研】 围绕新品开展竞品、价格、客户需求及渠道反馈调研; 整理竞品技术参数、终端价格带及经销商反馈, 按产品类型、价格区间、区域 3 个维度分类对比, 输出 10 份竞品及市场分析材料, 其中 2 份被纳入定价与渠道策略讨论, 为产品迭代提供参考。	
同程集团 HopeGoo 海外业务 海外市场 / 项目运营	2025.05 - 2025.09
【用户洞察】 在大促节点结合站内用户画像、历史活动数据、社媒讨论及竞品 Campaign, 借助 AI 对海外用户评论进行关键词提取、情绪识别与主题分类; 识别港澳用户在亲子、短途周边及重点目的地等场景的需求, 据此推动 5 类配套产品接入, 累计实现 3W+ 新产品订单。	
【线上营销】 负责香港市场 3 场节点 Campaign 的本地化策略与执行, 覆盖目标客群、主题创意、产品选品、优惠机制及页面链路设计; 圣诞档以“盲盒 + 本地化设计 + WhatsApp 社群裂变”组合带来 4W+ UV、8K+ 订单, 推动该档期订单环比提升 40%; 累计参与 7 场 Campaign, 累计获得 10W+ UV、2W+ 新产品订单。	
【项目运营】 在暑期大促中发现线下活动用户离场后缺乏持续承接, 协同商务、设计及合作方完成线上线下活动方案、物料及现场执行, 并通过优惠券、私域社群等渠道承接线下流量, 累计覆盖 5,000+ 人次、获取 2,000+ 新增用户。	
【数据分析】 按渠道、素材、客群等不同维度拆解数据, 跟踪曝光、UV、点击、下单、支付及转化漏斗, 对比不同渠道、素材和客群表现, 持续优化选品、优惠及传播内容; 针对热点追踪、商务资源与用户链路等问题复盘并提出解决方案, 沉淀 2 套可复用 Campaign 方案。	
罗德传播 Ruder Finn Nikon 品牌项目 品牌公关 / 市场传播	2024.10 - 2024.12
【市场调研】 围绕 Nikon Z50II 上市开展用户、竞品及内容研究, 分析竞品定位、传播策略与用户反馈; 发现传统相机传播偏参数导向、年轻用户感知较弱, 据此提出从“参数传播”转向“低门槛创作体验”, 围绕旅行、Vlog、日常记录等场景重构卖点, 相关内容单篇最高阅读量 10W+, 推动产品搜索指数环比提升约 30%。	
【达人运营】 负责新品 KOL 筛选、邀约、Brief 撰写、内容审核及投放跟踪, 借助 AI 辅助整理 200+ 摄影/数码达人信息, 最终合作 20+ 位, 产出 30+ Creative Brief; 新增生活方式、旅拍 2 类达人, 形成“专业测评 + 生活场景”组合, 合作内容累计曝光 100W+。	
【品牌公关】 参与新品上市媒体关系及发布会传播, 覆盖新闻稿、媒体资料、邀约函、传播报告 4 类核心物料, 并跟进媒体到场、发稿及内容核查; 累计支持 10 场发布会及体验活动, 并参与 1 次潜在负面舆情的监测与沟通处理。	
德国海德堡大学孔子学院 海外市场 / 本地化运营	2025.10 - 2026.07
【用户运营】 长期服务德国本地青少年、成人及家庭 3 类核心客群, 通过报名信息、现场交流及活动反馈识别需求差异; 发现德国本地用户更偏好体验性内容、中德家庭对传统节日参与度更高, 据此持续调整活动主题、内容及触达对象。	
【活动策划】 负责圣诞节、元宵节及“发现中国”等文化项目从主题、流程、预算、场地、物料到现场执行 6 个环节的全流程策划; 将书法、剪纸、竹编、皮影等 4 类传统文化内容与本地文化结合转化为互动式 Workshop, 一年完成 10+ 场工作坊。	
【市场推广】 针对单一社媒覆盖有限的问题, 按客群拆分传播路径, 整合 Instagram、TikTok、官网、邮件、线下海报、学校及合作机构 7 类渠道, 输出文案、海报、视频等针对性宣传内容, 为年度 30+ 场活动持续引流, 累计触达 2000+ 人次; 根据报名来源与到场表现调整渠道组合, 报名转化率提升约 30%。	

【合作拓展】 对接企业、大学、博物馆、社区、文化机构等本地合作方，围绕场地、宣传、活动内容及用户资源推进联合项目，新增合作活动 5 项，其中 2 项成为年度固定合作，为团队全年 30+ 场活动提供本地资源与传播支持。

国际传播与领导力经历

新华社总社 | 对外部记者 / 编辑

2024.06 - 2024.09

【国际传播】 围绕科技、企业、社会及文化议题面向海外受众完成英文报道，并自主策划科技研学、外国游客在华出行等选题；累计完成 30+ 篇英文稿件，代表性稿件获 500+ 境内外媒体转载，形成较强的选题判断、复杂信息提炼与跨文化表达能力。

德国跨文化公益社群 | 联合发起人 / 社群运营

2025.11 - 2026.07

【社群搭建】 联合发起跨文化青年社群，从 0 到 1 参与确定项目定位、活动体系与运营机制，统筹成员分工、嘉宾、场地及合作资源；围绕本地青年兴趣，将共同兴趣输出调整为议题讨论与互动 Workshop。累计落地 10+ 场活动、覆盖 500+ 人次、沉淀 100+ 核心成员，形成可复制的社群运营流程。

民族博物馆 / 钱学森图书馆 | 中英双语讲解员 / 业务部部长

2019.03 - 2024.07

【双语传播与团队培训】 累计为国内外团体、外宾、学者及中小学生等 5,000+ 人次提供中英双语讲解，根据不同受众背景调整内容结构、信息深度及表达方式。担任业务部部长，覆盖志愿者招募、培训、讲解词优化、排班与现场质控 5 个管理环节，推动讲解流程与服务标准化。

满天星民族公益文化组织 | 项目负责人

2018.09 - 2022.01

【项目运营】 统筹 30+ 人跨院系团队，负责年度项目规划、人员分工、外部合作及执行推进；引入“项目制小组 + 跨界合作”机制，推动田野调查、文创开发、公益义卖及文化进校园等项目落地，累计覆盖 2,000+ 人次，沉淀可复用项目 SOP。

AI & Data 实践

【AI 研究】 熟练使用 AI Agent 工具；曾围绕 100 位海外博主、2,000+ 条视频开展多维度研究，从受众特征、内容主题、互动表现、品牌合作及评论反馈等维度进行筛选分类与洞察提炼，并通过人工抽样复核、纠错与迭代提升输出可靠性；输出 30+ 页研究报告、1 份达人筛选数据库，并沉淀可复用的提示词模板与研究流程。

【工具开发】 使用 Codex 辅助搭建个人网站及轻量化数据处理工具，将 AI 应用于信息整理、批量数据处理、内容分析与效率提升。

【业务应用】 将生成式 AI 嵌入海外用户研究、竞品分析、Campaign 创意、本地化内容、活动策划及数据处理 6 类真实业务场景，并通过人工抽样复核、事实核查与业务反馈持续优化输出质量。

技能与荣誉

语言能力： 英语可作为工作语言（IELTS 7.0）；德语 A2；具备一年德国学习与本地机构工作经历。

工具技能： 生成式 AI 辅助研究、内容与数据处理；Instagram、TikTok、LinkedIn 及官网内容运营；基础拍摄、剪辑及内容制作。

核心能力： 海外市场 | 用户研究 | Campaign 策划 | Product Marketing | KOL 营销 | Localization | B2B Marketing | 项目管理。

荣誉奖项： 全国国际中文教师技能大赛三等奖；铸师杯教学技能大赛二等奖；北京高校博物馆讲解比赛一等奖；上海交通大学科普讲解比赛二等奖；上海交通大学“金牌讲解员”；研究生奖学金等。