OLIVIA JONES

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教育背景

数据分析和商业计算硕士 2025.5–2027.1

纽约大学斯特恩商学院 – 上海纽约大学, 中国上海

管理信息系统理学学士 2020.8–2024.5

辅修: **商业分析** 优异成绩毕业（magna cum laude）

乔治梅森大学，美国 **GPA: 3.78/4.00**

- 连续入选乔治梅森大学商学院院长名单（2019–2024）

工作经历

海外社媒运营实习生 **上海市**

携程 2026.7–至今

- **市场调研：**整合 10+ 份关于旅行趋势、目的地定位及区域用户行为的市场研究报告，明确目标用户并制定国际市场本地化内容策略
- **营销策略：**通过英国市场内容表现及竞品分析识别现有策略缺口，引入梗文化与原生化内容形式，发展为高表现内容方向，并推动相关策略应用于英国、非洲及后续拓展市场
- **内容制作：**独立完成 50+ 条海外社媒短视频的选题策划、脚本撰写、素材搜集、剪辑制作及发布，实现内容全流程运营

市场调研顾问（项目制） **远程**

Living Brands AI 2026.3–2026.6

- **趋势研究：**整合来自 100+ 个文化、设计及消费趋势来源的洞察，形成可直接用于汇报的研究结论，支持品牌定位与趋势预测
- **消费者洞察：**通过社交聆听与社群分析识别消费者的重复需求与痛点，为策略建议及传播机会提供依据

海外用户运营实习 **上海市**

上海圆气信息科技有限公司 2025.9–2025.12

- **用户分析：**分析来自美国、欧洲及澳大利亚 6,000+ 海外用户的行为与业务数据，识别用户参与度趋势，为运营策略与产品决策提供支持
- **增长策略：**策划并执行 15+ 海外用户增长活动，针对不同用户群体提升用户激活率与转化表现
- **产品优化：**与产品、市场及设计团队跨部门协作，将用户洞察转化为产品优化方案，提升用户参与度与留存率

产品管理分析实习生 **美国维吉尼亚州**

Berkley Alternative Markets Tech 2024.6–2024.8

- **产品验证：**对 40+ 项产品功能开展功能测试、缺陷识别及客户反馈分析，提升产品质量并保障版本稳定上线
- **需求管理：**基于用户反馈及调研结果撰写 30+ 个功能需求单及详细产品需求文档，并与开发人员协作推进产品功能优化
- **用户体验：**制作用户使用案例、绘制用户旅程图并梳理用户痛点，以用户视角驱动产品优化

技能概况

- **语言：**英语（母语）｜中文（HSK4 – 中级）
- **技术：**Agile、Jira、SQL、R、Python、SAS、JavaScript、HTML/CSS、Confluence、Microsoft Access

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Education

Master of Science, Data Analytics and Business Computing May 2025 – January 2027
NYU Stern – NYU Shanghai, Shanghai, China

Bachelor of Science, Management of Information Systems May 2024
Minor: **Business Analytics** George Mason University, Fairfax, US
magna cum laude

Professional Experience

Overseas Marketing Intern ***Shanghai, China***
Trip.com *July 2026 – Sept 2026*

- User & Market Insights: Synthesized 10+ research reports on travel trends and regional audience behavior to define target audiences and localized strategies across international markets
- Strategy Optimization: Analyzed UK content performance and competitors to identify strategy gaps, introducing audience-driven formats that became top-performing approaches and informed other markets
- Experimentation & Execution: Executed and evaluated 50+ localized content initiatives, translating audience response and performance patterns into repeatable frameworks that informed future strategy

Market Research Consultant – Project Based ***Remote***
Living Brands AI *March 2026 – June 2026*

- Consumer Research: Synthesized insights from 100+ cultural, design, and consumer sources and identified recurring user needs through social listening and community analysis, informing strategic recommendations

Overseas User Operations Intern ***Shanghai, China***
Shanghai Yuanqi Information Technology *September 2025 – December 2025*

- User Analytics: Analyzed behavioral and business data from 6,000+ U.S., European, and Australian users to identify engagement patterns that informed product decisions and operational strategies
- Growth Experimentation: Designed and executed 15+ user engagement initiatives across different user segments, using performance results to improve activation, conversion, and retention
- Product Optimization: Partnered with product, marketing, and design teams to translate user insights into product improvements that strengthened engagement and retention

Product Management Analyst Intern ***Manassas, US***
Berkley Alternative Markets Tech *June 2024 – August 2024*

- Product Validation: Tested 40+ product features through functional testing, defect identification, and customer feedback analysis, improving product quality and supporting stable releases
- Requirements Development: Authored 30+ feature tickets and detailed product requirements, partnering with developers to translate user needs into product enhancements
- User Experience: Developed user stories, mapped user journeys, and documented user pain points to represent user needs throughout product development and iteration

Product Management Intern ***Washington D.C.***
U.S. Copyright Office, Library of Congress *August 2023 – May 2024*

- Project Ownership: Independently managed a project affecting the daily work of 450 employees, coordinating research and cross-functional stakeholders to drive implementation
- Product & User Needs: Evaluated product and end-user requirements, serving as a liaison between users and internal teams to improve workflows and supporting documentation

Skills Summary

Languages: *English* (Native) | *Chinese* (HSK4 – Intermediate)
Technical: Agile, Jira, SQL, R, Python, SAS, JavaScript, HTML/CSS, Confluence, Lark, Microsoft Access