

Yuxuan (Zoe) Du

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PROFESSIONAL PROFILE

Bilingual Digital Marketing Specialist (EN/ZH) completing a Master of Commerce (Marketing & Data Analytics) at the University of Sydney. Experienced in content marketing, performance analytics, and AI-powered workflow automation across Australian and Chinese-Australian markets. Proven track record building 350K+ audiences and delivering measurable outcomes for health, wellness, and DTC brands.

EDUCATION

Master of Commerce — Marketing & Data Analytics | University of Sydney Business School

Mar 2024 – Jul 2026 | WAM: 74 | HD in Visual Data Analytics (87)

- Key courses: Data Analytics Capstone (QBUS6600), Business Consulting Practicum with KPMG (BWIL6300), Social Media Analysis, Persuasive Advertising, Marketing Analytics

Bachelor of Finance (International Program) | Zhengzhou University, China | Jan 2018 – Dec 2022

EMPLOYMENT

Digital Marketing Intern — Homart Pharmaceuticals Pty Ltd | Sydney, NSW | Feb 2025 – Present

- Drive WeChat Moments content and KOL campaigns across 6 health brands (SpringLeaf, Thursday Plantation, Thompson's) targeting the Chinese-Australian market; coordinated Thursday Plantation's 50th anniversary influencer campaign on Xiaohongshu
- Built AI content strategy covering 9 archetypes for distributor agent network using Claude AI; reduced content production time by ~40% through prompt engineering and workflow automation
- Produced TGA-compliant copy and creative briefs across 10+ product lines, maintaining brand consistency across WeChat, Xiaohongshu, and offline channels

Business Analyst & Strategy Consultant — True Protein | Sydney, NSW | Nov 2025 – Present

- Conducted Gen Z channel expansion research (45+ RTD SKU audit, 1,200+ review sentiment analysis) and built unit economics model (CAC/ARPU/retention) to inform marketing and distribution strategy

Social Media Influencer & Content Creator — Self-operated | Jan 2018 – Dec 2022

- Grew Douyin, Xiaohongshu, and Weibo accounts to 350,000+ followers with 15%+ average engagement rate; secured 50+ brand collaborations including EZZ, Lurky, and fitness supplement brands
- Analysed platform metrics (CTR, watch time, comment rate) to optimise content scheduling and format, consistently outperforming industry benchmarks

SKILLS

Data Analytics: Python (pandas, matplotlib, scikit-learn, LightGBM), Tableau, Excel, Power BI

AI & Automation: Claude AI (prompt engineering, agentic workflows), ChatGPT, Canva AI, AI content pipeline development

Marketing Tools: Google Analytics (Certified), Meta Business Suite, Hootsuite, Mailchimp, Adobe Creative Suite, Canva Pro

Platforms: Xiaohongshu, Douyin/TikTok, WeChat, Instagram, LinkedIn — bilingual content (EN/ZH)

Languages: English (professional) | Mandarin (native)

LEADERSHIP & CERTIFICATIONS

Peer Mentor — University of Sydney Business School | Jul 2021 – Present

- Delivered 30% membership growth across 4 consecutive semesters; recruited 3 new board members

Nutrition Assistant — Australian Red Cross | Jul – Dec 2025

- Coordinated volunteer operations during ANZAC Day; managed food hamper delivery for vulnerable communities

Certifications: Google Analytics (2024) | Hootsuite Social Marketing | City of Sydney ISLA Program — Gold Tier (2025)