

HAIJIAN CHEN

(+86) 137 1497 5232 | 13714975232@163.com | heyhaijian.com

AI product and growth professional with hands-on experience in global GTM, user research, data analytics, and LLM-powered product prototyping.

EDUCATION

The Chinese University of Hong Kong, Business School - MSc in Marketing

Expected Aug 2027

- Concentration: AI and Quantitative Marketing.
- Coursework: AI and Big Data Strategy, Integrated Marketing Communication, and Strategic Marketing.

University of Macau, Faculty of Social Sciences - BSS in Communication

Aug 2022 - Jun 2026

- Concentration: Creative Media. (**Top 10%**)
- University and Faculty scholarships; Dean's Honour List; Third Prize at China-US Young Maker Competition.
- GEM Trailblazer Summer Programme at Nanyang Technological University (**Top 15%**).

PROFESSIONAL EXPERIENCE

Insta360, Marketing Department - Global Performance Marketing Intern

Mar - Jul 2026

- Led the paid-media workstream for a global product launch under last-minute product and timing changes; built a **5** layer audience-scenario-value proposition-creative-channel framework and regional messaging across **14** markets, delivering **250M+** impressions, **70M+** video views, and **double-digit** conversion ROAS in the first month.
- Cross-validated the media plan against **7/16/28-day** results, diagnosed gaps in Awareness-versus-Conversion allocation, competitor defense, and creative capacity, and drove improvements to Responsive Search Ads (RSA), Target Impression Share bidding, and regional budget allocation to improve upper-funnel efficiency.
- Helped launch Shopee-Meta Collaborative Ads across Southeast Asia **0-1** by building the catalog-media plan-UTM-activation workflow; segmented country and product performance to identify scale-led versus efficiency-led acquisition paths.

Insta360, North America Marketing - Overseas Marketing Intern

Nov 2025 - Mar 2026

- Evaluated **100+** motorcycle communities, prioritized **10+** high-potential groups, and ran a **0-1** Facebook pilot; generated **54K** views, lifted monthly follower growth on the brand account by **85%**, and achieved **178%** of the UGC participation target.
- Mapped **50+** adventure-motorcycling enthusiasts and recruited trusted niche creators; the first Harley-Davidson rider collaboration generated **200+** substantive comments and **20+** attributed conversions, establishing a repeatable community-entry playbook.

EcoFlow, North America Marketing - Influencer Marketing Intern

May - Aug 2025

- Analyzed **5+** competitors and produced **10+** performance and voice-of-customer (VOC) reports, translating audience signals into testable creator briefs, scripts, captions, and SEO hypotheses.
- Identified the YouTube Shorts opportunity and A/B-tested a short-form discovery-to-long-form conversion funnel, increasing UTM-tracked traffic by **360%+**, reaching **3.1x** the view target, and achieving up to **18%** conversion rate for scenario-led content.

PRODUCT & ANALYTICS PROJECTS

Ad Ops Platform - AI-enabled Global Advertising Operations Platform

May - Jun 2026

Independent Product Designer & Prototype Developer

- Translated **5** recurring ad-operations pain points-fragmented data, multilingual copy QA, creator / UGC screening, competitor monitoring, and rule execution-into a platform-level PRD, MVP priorities, and a **6-stage** roadmap.
- Integrated the DeepSeek API with brand-knowledge grounding to build a multilingual workflow across **10+** languages for copy generation, **6-dimensional** QA, candidate ranking, and human approval.
- Built a **6-module** Node.js interactive demo; deployed **10+** ad copy variants in live campaigns, achieving a **95%+** human-review pass rate with generation and QA completed in under **20** seconds versus **1-2** hours of manual drafting and revision.

AFTERFRAME - Private Visual Journal WeChat Mini Program

Jul 2026

Independent Product Lead & Developer

- Defined and built a **7-screen, 3-tab MVP** around an "archive-capture-revisit" loop; designed multi-photo entries, tags, moods, location tagging, full-screen preview, drag-and-drop sorting, and cover management.
- Implemented an Archive-Entry-Photo data model and offline-first storage; prepared Supabase private storage and a Vercel API skeleton for future AI tagging and natural-language retrieval, completed WeChat privacy compliance and submission requirements, and reduced the package to **~140 KB**.

6th Meituan Business Analysis Elite Competition - Team Lead

Mar - Apr 2026

- Analyzed **10M+** anonymized coupon, order, and user records in Tableau; built a **dual-funnel** analysis spanning coupon claim, usage, and redemption; segmented performance across **5** business lines, identified subsidy leakage, and proposed user-tiered coupon rules using factor analysis and feature-importance validation.

SKILLS

Product: User Research · Requirements Analysis · PRD · MVP · Information Architecture · Figma

AI & Engineering: AIGC · LLM Workflows · Prompt Design · Node.js · JavaScript · Supabase · Vercel

Data: Python · SQL · Excel · Tableau · GA4 · SPSS

Languages: Mandarin (Native) · English (IELTS 7.0) · Cantonese (Working proficiency)