

SITING (ELINA) NIE

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EDUCATION

Carnegie Mellon University

Master of Science in Engineering and Technology Innovation Management

Pittsburgh, PA

Jan.2026- Dec. 2026

Sun Yat-Sen University (SYSU)

Bachelor of Philosophy in Logic, Minor in Finance

Guangzhou, China

Sep.2020- Jun.2024

- **GPA:** 3.6 / 4.0

- **Relevant Courses:** Mathematical Analysis, Programming with JAVA, Data and Text Analysis (Python), MATLAB

WORK EXPERIENCE

RedNote (Xiaohongshu)

Business Analyst Intern

Shanghai, China

June.2025-Nov.2025

- **Growth Strategy:** Formulated multi-channel growth strategies for international beauty clients (e.g., KIKO, EviDenS); conducted audience segmentation and category trend analysis to capture high-intent users on social-commerce platforms.
- **Campaign Optimization:** Optimized advertising accounts for beauty clients by analyzing live-stream schedules and media spend; delivered data-backed recommendations on content performance that led to a 30.3% YTD GMV growth for EviDenS.
- **Data Analytics:** Established automated reporting dashboards to monitor ad spend across search and feeds channels, leveraged data insights to align marketing efforts with sales targets, resulting a 5.7% bi-monthly revenue lift.

Publicis Groupe

Media Plan Intern

Guangzhou, China

Dec.2024-Apr.2025

- **Competitive Analysis:** Collected 200,000+ omni-channel data points to build databases and utilized pivot tables to decode competitor media mixes; provided the analytical basis for a 15% budget pivot toward high-growth social platforms.
- **Marketing Execution:** Coordinated new product launch campaign on RedNote, optimized audience targeting and creative assets, facilitated campaign delivery which achieved an 8% click-through rate and 38% audience penetration in target demographics.
- **Data Analysis:** Evaluated high-impact media placements by analyzing social buzz and ratings; utilized performance metrics to deliver 5 data-driven proof-of-broadcast reports.

Tencent (Wechat Business Group)

Business Analysis Intern

Guangzhou, China

Oct.2023-Apr.2024

- **Product Management:** Leveraged SWOT and PEST analysis to analyze product frameworks and monetization strategies of three leading vertical drama apps. Design growth strategy for Wechat's vertical drama platform(e.g., group-buying, referral commissions); collaborated on PRDs to drive user acquisition and monetization via the IAA(In-App Advertising) model.
- **Cross-functional Collaboration:** Work with UI design team and Development team via weekly meetings to roll out new product features, led requirement reviews to ensure all feature releases met roadmap deadlines with 100% alignment.
- **Data Analysis:** Utilized HiveSQL to analyze user complaint data to refine platform governance, formulated a tiered penalty strategy that successfully reduced monthly complaint volume by 10% MoM.

PROJECT

AI-Powered Pet Wearable Startup | Marketing Analytics & GTM

Dec.2025-Present

- **User Research:** Architected a community-led strategy across Reddit and Discord to gather qualitative user feedback on aesthetics and core AI features; synthesized users' insights to define core product USPs (Unique Selling Propositions) and guide the initial prototype design, building a pre-launch waitlist for the May 2026 Kickstarter campaign.
- **AIGC Content:** Leveraged Lovar (AIGC) to rapidly iterate 30+ visual concepts and lifestyle scenarios for A/B testing user preferences; utilized community sentiment analysis to identify "Visual Aesthetics" and "Real-time Pet Tracking" as top-tier value propositions, reducing the product design uncertainty for the development team.
- **Influencer Outreach:** Utilized Aha AI to identify and outreach to 10+ pet influencers by analyzing audience demographics and engagement patterns; initiated outreach to establish brand authority and organic seeding, while gathering supplemental product feedback to refine features ahead of the May 2026 Kickstarter launch.

PERSONAL

Technical Skills:

Data Analytics:SQL(Hive/MySQL), Python, MATLAB, JAVA, R, Tableau/Excel (Pivot Tables), Data Visualization

Marketing & AI Tools: AIGC (Lovar/Lexi AI), Influencer Analytics (Aha AI), Social Listening, Google Analytics

- **Volunteer:** Volunteer at SABA ASRI Turtles Conservation, Bali Indonesia (09/2024)

- **Extracurricular Activities:** Head of Publicity in Zhixin High School Alumni Association (2022-2023), Photography Leader in SYSU Publicity Department (2021-2023)

- **Interests:** Afro Dance (Azonto&Amapiano), Professional Photography, Paddleboarding, Swimming