

Xueying LIU

MSc in Marketing Analytics – EDHEC Business School

Availability: From June 2026

CRM & Marketing Data Analyst | Customer Segmentation & Performance Optimization

Tel.: +33 7 67 39 82 51 Email: xueying.liu@edhec.com

Portfolio: <https://xueying-portfolio.vercel.app/>

Education

EDHEC Business School – Lille, France

Jul 2025 – Dec 2026

MSc in Marketing Analytics

Shanghai University of Finance and Economics - Shanghai, China

Sep 2018 – Jun 2022

Bachelor of Marketing

Professional Experience

Digital Campaign Analyst Intern

Apr – Jul 2025

BlueFocus International - Shanghai, China

- Optimized performance of 10+ gaming influencer campaigns (budget: \$10K–\$100K), delivering 1.8M+ impressions per project with CPM <\$5, improving cost efficiency
- Analyzed campaign KPIs (CTR, engagement) to identify high-performing creators and formats, supporting data-driven budget reallocation decisions
- Designed performance dashboards and conducted benchmark analysis, contributing to a U.S. pre-launch campaign achieving 3.5% CTR and 9% engagement (above industry benchmarks)

Digital Marketing & Data Analyst Apprentice

Jul – Dec 2024

Pharmacie du Polygone - Montpellier, France

- Planned and executed bilingual content and livestream campaigns on TikTok and WeChat, growing community from 2K to 5K followers
- Analyzed customer behavior and conversion funnel data to optimize livestream scripts, improving order conversion rate by +15%
- Provided data-driven recommendations on content strategy and customer engagement to enhance acquisition and retention

Strategy & Data Analyst Intern

May – Aug 2024

Quest Adventure consulting - Beijing, China

- Collected and synthesized market and customer data through expert interviews and industry reports
- Built competitor and market analysis models combining qualitative and quantitative insights to support strategic business decisions
- Delivered actionable insights to guide positioning and growth strategy

Languages and IT Skills

Data & Analytics: Python, SQL, Excel (PivotTables, VBA), Power BI, Tableau

Marketing & CRM Concepts: Customer segmentation, CLV modeling, conversion funnel, retention strategy, Google Analytics (basic)

Languages: Chinese (Native), French (C1 – DALF), English (IELTS 6.5)

Academic & AI Projects

Customer Segmentation & CLV Modeling (Case Study)

Fev 2026

- Performed RFM segmentation (36-grid) to identify high-value customer groups
- Built CLV models (BG-NBD & Gamma-Gamma) to estimate customer lifetime value
- Designed targeted retention strategies and simulated potential revenue uplift

AI Customer Support Agent – EDHEC × Microsoft Copilot

Fev 2026

- Designed multi-agent workflow (FAQ, order tracking, recommendation engine) to enhance customer experience
- Integrated data retrieval and personalization logic to improve response relevance
- Ranked 2nd among 12 teams