

Jingxin Guan

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EDUCATION BACKGROUND

London School of Economics and Political Science

MSc in Strategic Communications and Society

London, UK

Sep 2025 – Sep 2026

Coursework: Marketing Analytics for Managing Innovations, Products and Brands; Quantitative Methods for Media and Communications; Digital Marketing; Critical Approaches to Strategic Communications

Nanjing University

BA in Journalism | GPA: 4.50/5.0

Nanjing, China

Sep 2021 – Jun 2025

Coursework: Data Journalism; Strategic Communications; Digital Marketing; Intercultural Communication

University of Stirling

Online Exchange | GPA: 75/100 (Distinction)

Scotland, UK

Mar 2024 – Jun 2024

Coursework: Strategic Communication and Promotional Storytelling; Creative Advertising; Visual Storytelling

University of California, Berkeley

Summer Programme | GPA: 5.0/5.0

Berkeley, US

Jul 2023 – Aug 2023

Coursework: Introduction to Multimedia; Public Speaking and Presentation Skills

PROFESSIONAL EXPERIENCES

BlackMont Consulting

Business Consultant Intern

London, UK

Jan 2026 – Mar 2026

- **Operational Blueprint Design:** Diagnosed the scale constraint for a DRC-focused bamboo charcoal value chain and translated findings into an end-to-end operating blueprint (swimlane + RACI) to enable repeatable rollout.
- **Finance Pathway & Risk Mitigation:** Synthesised regulatory/MRV requirements and defined a flexible standards strategy to de-risk the pathway to finance and preserve optionality.
- **Board-Ready Storytelling:** Distilled cross-functional team inputs into key strategic insights and scripted pitch-deck speaker notes aligned to funder decision criteria.

Douyin Vision Co., Ltd (TikTok)

Product Operations Intern

Beijing, China

Aug 2024 – Oct 2024

- **Product Feedback & Cross-Team Collaboration:** Conducted targeted user interviews for Trea IDE, synthesised usage feedback into actionable product insights, and collaborated with R&D to prioritise feature optimisation.
- **Content Scaling & SOP Development:** Built and scaled multimedia accounts for user case sharing; designed an SOP streamlining content creation and distribution across TikTok and RedNote, achieving 100,000+ views.
- **Data-Driven Marketing Optimisation:** Analysed promotional and conversion metrics to identify performance gaps and deliver data-driven recommendations, improving overall operational effectiveness.
- **Campus Outreach & User Acquisition:** Spearheaded 3 campus outreach initiatives targeting the coding community, driving new user acquisition through teaching recommendations and campus sharing sessions.

Beijing Baidu Netcom Science & Technology Co., Ltd

Marketing Intern

Beijing, China

Jun 2024 – Aug 2024

- **Multi-Channel Event Marketing:** Executed a multi-channel publicity strategy for the Baidu CTI competition across social media and industry platforms, generating 10M+ views.
- **Competitive Data Analysis:** Cleaned and classified competition data in Excel, built visual dashboards surfacing insights on promotional focus, regional distribution, and stage-by-stage rankings.
- **Cross-Functional Collaboration:** Collaborated with R&D and supplier teams to deliver data-driven inputs on advertising placement regions and advancement rankings for official website updates.
- **Offline Event Coordination:** Coordinated a nationwide offline event series including 12 university presentations, a kickoff meeting, a conference, and a ceremony, driving 4,000+ team registrations.

Kidswant Children Products Co., Ltd

Brand Marketing Intern

Nanjing, China

Mar 2024 – May 2024

- **Content Strategy & Growth:** Launched an employee spotlight content column from concept to rollout, scaling to 30,000+ views apiece and achieving top branded search rankings; optimised content strategy across website and social media via performance analytics.
- **Multi-Format Content Production:** Developed scripts, videos, infographics, and posters for official brand channels, maintaining consistent visual identity and brand voice.
- **Campaign & Event Execution:** Led company-wide promotional events, choreographed a brand anthem, and orchestrated a nationwide dance challenge, driving mass audience participation.

EXTRACURRICULAR EXPERIENCES

NJU Passion Hiphop Dancing Club

President

Nanjing, China

May 2023 – Jun 2024

- **Club Operations & Leadership:** Oversaw all operations of an 800+ member club, coordinating weekly training across 8 dance styles, 3 competitions per semester, and an annual showcase.
- **Brand & Sponsorship Management:** Managed social media and marketing materials, negotiated commercial sponsorships, and led cross-club collaborations; awarded "Outstanding Club" by Jiangsu Hiphop Dance Union.

L'Oreal China Youth Fun University Charity Challenge

Volunteer

Nanjing, China

Sep 2022 – Dec 2022

- Analysed L'Oreal skincare and makeup products, created and distributed promotional scripts and visual materials; engaged in campus flash mobs and TikTok live sessions to support charity initiatives.

Languages: Mandarin (Native), English (Fluent) | **Skills:** Excel, Analytics, SEO/SEM, A/B Test, Python/R, Claude Coding