



Carol Tang

Sales Assistant

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Languages

- English
- Mandarin

About

With a robust background in customer service at Haidilao, I excel in creating remarkable guest experiences. My skills range from client advising to stockroom management, showcasing my adaptability and fervor for the retail industry. Fluent in basic English and Mandarin, I'm eager to contribute to dynamic retail teams.

BRANDS WORKED WITH

- Bilibili Inc.
- Haidilao
- Ocean Media Group Limited

Experience



● Waitress

Haidilao | Jan 2024 - Now

- Customer Service Excellence: Providing exceptional service to guests by welcoming them warmly, taking and accurately relaying food and beverage orders, and ensuring prompt delivery of orders. Anticipating customer needs, addressing inquiries, and resolving any concerns or issues promptly to ensure a positive dining experience.
- Table Management and Organization: Efficiently managing table seating, ensuring cleanliness and organization in the dining area, and maintaining a visually appealing ambiance. Collaborating with colleagues to coordinate table turnovers and optimize restaurant flow during peak hours, contributing to overall operational efficiency.
- Team Collaboration and Support: Working closely with kitchen staff and fellow waitstaff to ensure seamless communication and coordination of food orders and service. Assisting in various tasks such as setting up tables, restocking supplies, and supporting team members during busy periods to uphold service standards and meet guest expectations.

● Digital Marketing Intern

ocean media | Mar 2023 - Jul 2023

- I Influencer Relations and Content Development: Facilitating partnerships with 30 influencers to craft compelling and on-brand content for their YouTube channels, aimed at enhancing brand visibility and reputation. Achieved notable success with a video reaching 300,000 views within seven days, contributing to a monthly revenue exceeding \$6,000.
- I Community Management: Monitoring and managing interactions with followers and users across digital channels, ensuring timely responses to comments, messages, and inquiries. Cultivating positive relationships with the audience through strategic engagement tactics to bolster brand affinity and loyalty.
- I Performance Analysis and Reporting: Providing comprehensive analysis and insights into influencer campaign performance, including reach, engagement, and conversion metrics. Collaborating with influencers to refine strategies based on data-driven insights, ultimately optimizing PR efforts and achieving campaign objectives.



● Product Marketing Intern

bilibili | Apr 2022 - Sep 2022

- I Creative Marketing: Working closely with the marketing and publicity team to develop creative marketing campaigns with product on bilibili, China's largest we-media platform, while planning 2 offline marketing campaigns in Shanghai I Content Creation: Provide over 120 reference videos for a video production and editing app "Chuangpianer", including shooting script production and finished film production. I Product updates: Support the planning and delivery of daily briefings and weekly briefing meetings, and coordinate all relevant departments (technical/operations/product/design) to ensure product updates are optimized. I User research: Arrange an appointment for a telephone conference to return the use of the product's internal test users, and initiate a survey in the social group to collect feedback.

Education & Training

- 2023 - 2024 ● **Kings College London**
MA Theatre, Performance and Critical Culture.,
- 2018 - 2022 ● **Nanjing Normal University**
BA Radio and TV Editing.,
- 2021 ● **North Carolina State University**
Summer School for Intercultural Communication.,