



Dai Yichen

Digital Marketing

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Languages

English (Native)

Chinese (Native)

About

BRANDS WORKED WITH

Squared Professional

TIDE Coffee

Experience

● Strategy Department – Student Partner

Squared Professional | May 2022 - Now

- Planning & Prioritisation
 - o Supported all aspects of projects including the project management, governance and oversight (i.e. scope, risks, forecasts, timelines)
 - o Worked closely with the Operations and Strategy function to monitor and manage ongoing tracking requirements
- Proactive Communication
 - o Reached out to web engineers and media operators to form a project group of 8 people, formed a detailed power-point for a financial roadshow
 - o Arranged meetings with media experts addressing the analysis of the clients and target customers

● Marketing and Strategy Department – Intern

TIDE Coffee | Jul 2022 - Feb 2023

- Strategic Analysis
 - o Conducted a 4000 words coffee industry research, primary and secondary research on markets, competitors and customers which will become the basis of the team's strategic recommendations.
 - o Performed rigorous strategic and financial analyses, using leading-edge software and techniques, to develop deep understanding of commercial issues
 - o Formulated market analysis with quantitative cross-reference to 3 substitutes' financial disclosure
 - o Collaborated with team members to identify trends, draw conclusions, developed insights and transformed those insights into actionable recommendations for the client
 - o Presented 4 in-depth reports and offered insight to board for strategic planning and further execution
- Digital marketing
 - o Implemented a data-driven digital marketing campaign resulting in a 40% increase in website traffic, a 25% boost in conversion rates, and a 15% growth in online sales within a three-month period.
 - o Consolidate TikTok livestream winning recipe by analysing key competitor's TikTok livestream performance, observing competitor (livestream spiels, background design and machanic), finally increased livestream stay length by 57%, Click Through Rate by 65% based on the optimisation strategy suggestion.

Education & Training

2022 - 2025

● University of the Arts London (UAL)

Bachelor of Arts,

2020 - 2022

● Cheltenham Ladies College

A-levels,;