



Yiting Li

Marketing manager, Sales

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Languages

- English
- Mandarin
- Polish
- French

About

With a passion for the retail industry, I co-founded Whats Up Nail, managing logistics and leading marketing initiatives that significantly increased engagement and sales. My experience ensures efficiency in fast-paced environments, adept at direct sales, inventory management, and enhancing customer experiences.

BRANDS WORKED WITH

- Whats Up Nail
- Last Mile Express

Experience

● Co-Founder & Marketing Manager

Whats Up Nail | Jan 2024 - Now

- Oversee the logistics of press-on nail products from China to London, ensuring efficient transport and customs clearance.
- Led marketing initiatives for the nail fashion brand in London, including managing the official social media accounts, and enhancing online presence leading to a 30% increase in social media engagement through targeted marketing campaigns.
- Perform direct sales duties at the store, managing inventory, restocking, and merchandise auditing to maintain optimal sales flow, increasing monthly sales volume by 10%.



● Market Research Intern

Last Mile Express | Jan 2024 - Now

- Conducted comprehensive market research to facilitate the establishment of a physical retail location in London. Analyzed pedestrian traffic, conversion rates, and competitor product offerings to identify optimal store locations.
- Collaborated with decoration and logistics companies to design and execute an efficient and cost-effective strategy for transporting goods from China to the UK.
- Successfully negotiated with suppliers and service providers to ensure timely and budget-friendly store setup and merchandise stocking.



● International E-commerce Product Operations Intern

ByteDance | Mar 2022 - Jul 2022

- Reviewed and published e-commerce intranet messages, ensuring that 40 intranet messages are sent each week to Southeast Asia to increase merchant-team communication efficiency by 20%
- Planned the design and market research of the Easter campaign to increase the average daily product turnover rate by 10%
- Followed up on user feedback on products, generated requests for optimization, and communicated with product managers on the merchant website upgrades, efficiency increased by 16%

● Content Marketing Intern

Publicis Groupe Beijing office | Sep 2021 - Dec 2021

- Conducted 20 plus secondary research and analyzed the product advertising placement on films and television programs, ensured the newest cooperative product turnover rate increased by 17%
- Established and maintained customer relations with Huawei by analyzing TikTok marketing operations, and produced social media games and popular hashtags to make ensure the newest product stayed in the top three search positions on various social media platforms



● Part-time Assistant

Bain & Company | Aug 2019 - Sep 2019

- Led a group of four interns to conduct primary research by interviewing 100+ potential targeted customers via designing questionnaires
- Conducted market research based on 20+ industry reports, summa-

alized 4 most popular features of Huawei handset

- Established tailored marketing strategy for Poland by hiring football celebrities as brand ambassadors, increased the popularity of the new season sale campaign by 20.

Education & Training

2022 - 2024 ● **Durham University**
Master of Science,

2018 - 2022 ● **Beijing Foreign Studies University**
Bachelor of Arts,