



Echo Xu

Love coping with challenge things, able to learn quickly, tolerate stressful environment, tackle with multi-task

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Languages

English (Fluent)

Mandarin (Native)

About

With a background in product operations and management, I bring strong skills in strategic planning, customer service, and sales. Experienced in CRM, styling, and inventory control, I am adaptable across luxury retail environments to drive business growth.

BRANDS WORKED WITH

Meituan, Local core business, Health care industry

Meituan, Financial Services Platform, Credit Card industry

Ping An Insurance Company of China

Experience

● Product Operation

Meituan, Local core business, Health care industry | Jan 2024 - Now

- Responsible for the growth of consumer medical business users and integrated marketing activities.
- Deepen the cultivation of the off-site TikTok-like channels including short videos and webcast etc.
- Responsible for the formulation and overall planning of marketing activity strategies, driving the growth of business transactions including supply strategy innovation, gameplay upgrades and iterations, and integrated dispatching of traffic subsidy resources.

● Product Manager

Meituan, Financial Services Platform, Credit Card industry | Jul 2022 - Dec 2023

- Responsible for promoting active card consumption by credit card users and increasing the interest-earning scale of Meituan credit card.
- Differentiated payment strategy: according to the user's behavior on the site, the behavior tags are matched with different rights to stimulate users to spend with their cards.
- Game methods such as construction repayment deductions and points deductions to improve user repayment rates and installment rates.
- Access various bank installment products such as portfolio installment, cash installment and within-limit/extra-limit installment.
- Obtain job promotion from Level 5 to Level 6 in Sept 2023 (20% Promotion rate).

● Product Manager Intern

Ping An Insurance Company of China | Dec 2020 - Mar 2021

- Improve the accuracy of on-site services provided by Insurance Managers and develop scheduling plans.
- Predicting customer aggregation locations through kernel density and determining the optimal scheduling strategy through HRRN algorithm.

Education & Training

2024 - 2025 ● King's College of London

Master of Management,

2018 - 2022 ● South-Central Minzu University

Bachelor of Economics,