

Xuwei Xia

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PROFESSIONAL SUMMARY

Data-Driven E-Commerce Professional with expertise in product management, cross-functional collaboration, and process optimization. Adept at leveraging analytics (Google Analytics, Excel) and CMS systems to enhance product data accuracy, improve website discoverability, and drive operational efficiency. Proven ability to lead projects, analyze datasets, and optimize workflows to meet business goals.

WORK EXPERIENCE

Sales Advisor | Estee Lauder, London, UK

May 2024 – Jan 2025

- **Customer & Data Management:** Utilized CRM systems to track client purchases and preferences. Gathered and analysed customer feedback at the counter, addressing concerns to maintain relationship, improving personalized service and retention (2-3 loyal customers/month).
- **Cross-Functional Collaboration:** Partnered with the marketing team to promote the brand's national events and sales, attracting a larger customer base and exceeding event day sales targets by over 20%.
- **Designed & executed a training program** on Chinese consumer preferences, coaching team members to optimize sales approaches for this demographic. Resulted in 12+ new Chinese members/month and increased loyalty through tailored promotions.
- **Process Improvement:** Analyzed customer feedback to resolve pain points, enhancing brand loyalty and event-day sales by 50%.

Digital Content Support | Paul Smith, Nottingham, UK

Mar 2023 – Sept 2023

- **Conducted daily site audits** to monitor website performance, identified discrepancies (e.g., broken links, missing product data), and coordinated with IT/content teams to resolve issues within 24 hours, ensuring 99%+ operational uptime.
- **Catalog & SEO Optimization:** Managed product data in Magento CMS, optimizing metadata and images for SEO, improving search rankings and discoverability.
- **Data Analytics:** Generated weekly e-commerce reports using Google Analytics, providing actionable insights to enhance digital marketing strategies.

Content Specialist | OPPO, Dongguan, China

Dec 2020 – Jun 2021

- **End-to-End Project Leadership:** Led the development of OPPO Vietnam's after-sales website, which included conducting **user research**, designing the content, and overseeing the prototyping process.
- Analyzed user behaviour data (click-through rates, bounce rates, session duration) to identify top-performing content themes and structures. Increased customer conversions by 30% through data-driven content optimization.
- **Market & Performance Analysis:** Led APAC team performance reviews by analyzing site data and market trends, developed regional growth strategies. Mentored team members on data-driven decision-making, resulting in operational efficiency and 15% sales growth.
- **Team Collaboration:** Partnered with marketing team to develop promotional zones on website, featuring pop-ups and sticky banners that drove more offline event attendees
- Coordinated with customer service teams to develop hotline customer service questions bank. Improved problems solving SOP, achieving 98%+ customers satisfaction rates.

Product Specialist | Zappos Family of Companies, Dongguan, China

Jun 2016 – Oct 2020

- **Catalog Management:** Leveraged the CMS system to process over 2000 SKU per month (Covering apparel, accessories and other consumer goods) with 99% accuracy.
- Developed standardized data entry protocols that reduced processing errors by 25%.
- **Process Improvement:** Employed **project management strategies** for internal and external team collaboration. Established standard communication templates and held bi - weekly online meeting to guarantee projects were completed on time and met high - quality standards
- Directed **data-driven** customer service enhancement projects. Utilised **Excel** functions for in-depth analysis, uncovering key **insights** to inform and improve service strategies.
- Developed a standardized email advertising strategy with the customer service department, through effective communication and joint problem-solving, resulting in a **7%** reduction in negative customer feedback.
- Created training materials and coached 15+ team members on CMS best practices, improving team productivity by 20%.

EDUCATION

University of Nottingham, Nottingham, UK

Sept 2021 – Dec 2022

Master of Arts: International Media and Communications Studies

Achieved Grade: Merit

Main Courses: Issues and Challenges in Contemporary Media, Media and Cultural Industries Practices, Technology and the Transformations of Communications, Gender Sexuality and Media

Guangdong University of Finance & Economics, Guangzhou, China

Sept 2012 – Jun 2016

Bachelor of Arts: Journalism

Achieved Grade: 2:1

Main Courses: Mass Communication, Advertising, Public Relations, Industrial Economics, Social Research

SKILLS AND CERTIFICATIONS

Technical Proficiencies: Microsoft Office Suite, Google Analytics, SEO, CMS(Magento)

Languages: English (Advanced), Mandarin (Native), Cantonese (Native), French (Basic)

Certification: The Fundamentals of Digital Marketing (Google Digital Garage, 2023)

夏雪玮

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个人简介

拥有传播学背景的数据驱动的电子商务专业人士，专注于项目管理、跨部门协作和流程优化。擅长运用分析工具（Google Analytics、Excel）和 CMS 系统提升产品数据准确性，优化网站可发现性，提高运营效率。具备领导项目、分析数据集和优化工作流程以实现业务目标的实战经验。

工作经验

销售顾问 | 雅诗兰黛, 英国伦敦

2024.05 – 2025.01

- 客户与数据管理：使用 CRM 系统追踪客户购买行为和偏好，收集分析柜台反馈，建立客户档案，维护客户关系，提升个性化服务（例如生日礼物、专属折扣）与留存率（每月新增 2-3 位忠实客户）
- 跨部门协作：与市场团队合作，策划并执行品牌全国性活动和促销（如新品发布会、节日促销），吸引新客群，超额完成活动日销售目标 20%
- 培训计划：设计并实施针对中国消费者的销售培训项目。通过问卷调查、客户访谈和数据分析，深入了解中国客户的消费习惯、产品偏好和购买动机，调整产品促销策略，指导团队成员优化销售策略，实现每月新增 12+ 中国会员。
- 流程优化：通过客户反馈分析解决痛点，优化产品和服务流程，提升品牌忠诚度。

数字内容支持 | Paul Smith, 英国诺丁汉

2023.05 – 2023.09

- 网站运营：每日巡检网站性能，识别网站异常（如死链、缺失数据），24 小时内协同 IT/内容团队解决问题，保障 99% 运行稳定性。
- SEO 优化：通过 CMS 系统（Magento）管理产品数据，针对不同市场调整 SEO 策略，优化元描述和图片，提升网站的搜索率和曝光率。
- 数据分析：使用 Google Analytics 和网站性能指标，分析全球市场的网站活动数据，识别用户行为趋势和区域差异，并制作每周/月电商数据报告，涵盖流量、转化率、客户留存率等关键指标。通过数据驱动的优化策略，欧洲市场客户参与度提升 15%。

内容专员 | OPPO, 中国东莞

2020.12 – 2021.06

- 越南售后网站建设：领导越南售后网站（OPPO Support Vietnam）的端到端开发，从需求分析到上线交付。与越南当地团队合作，开展用户研究，确认核心功能需求，协调开发、测试和运维团队，提前一周完成网站测试并成功上线。
- 利用客户研究数据优化网站布局和设计，通过 A/B 测试和用户反馈调整网站内容和功能，用户参与度提升约 30%。
- 亚太市场策略：通过监控网站性能数据（如流量、转化率、跳出率），为亚太团队提供绩效评估和规划建议，识别区域趋势和机会。与当地市场、设计和开发团队合作制定优化策略，支持全球市场业务增长。
- 指导亚太地区管理网站内容资产，包括网站图片、内容流和活动日程，确保内容符合不同市场的语言和文化习惯，内容更新效率提升 30%。
- 团队合作：与营销部门合策划线上活动专区，通过首页弹窗+内容置顶等方式推广线下服务，为门店活动导流。
- 与顾客服务部门合作制定客服问题答案库。指导其改进热线客服接线流程。项目事实月份客户满意度达 98%。

产品专员 | Zappos Family of Companies, 中国东莞

2016.06 – 2020.10

- 产品目录管理：运用 CMS 系统，月处理超 2000 条产品信息（涉及服饰、皮具等消费品），准确率达 99%。制定标准化数据录入规范，减少 25% 的处理错误
- 流程优化：在与内部及外部团队合作时用项目管理策略。建立标准沟通/汇报模板并每两周周举行在线会议沟通项目进程，以确保项目按时完成并符合公司的质量标准。
- 指导数据驱动的客户服务提升项目。利用 Excel 函数进行数据分析，找出可优化的流程，从而为服务策略提供信息和改进。
- 与客户服务部门合作制定标准化的电子邮件广告策略，包括邮件发送时间段、选题等。从而将负面客户反馈减少了 7%。
- 制定公司内部培训材料，对 15 位团队新成员进行公司 CMS 培训，帮助其了解 CMS 最佳实践，将团队生产力提高 20%。

教育背景

诺丁汉大学，英国诺丁汉

2021.09 – 2022.12

文学硕士：国际媒体与传播研究

成绩：优秀

主修课程：当代媒体问题与挑战、媒体与文化行业实践、技术与传播变革、性别与媒体

广东财经大学，中国广州

2012.09– 2016.06

文学学士：新闻学

成绩：2:1（良好）

修课程：大众传播、广告学、公共关系、产业经济学、社会研究

技术与认证

技术能力：Microsoft Office 套件、Google Analytics、SEO、SQL

语言：英语（高级），普通话（母语），粤语（母语），法语（基础）

认证：数字营销基础（Google Digital Garage，2023 年）