



JINGYU MAO

DIGITAL MARKETING

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EDUCATION

SKEMA Business School, France — Master in Digital Marketing & AI (2025 – Present)

Shenyang Normal University, China — B.A. in Human Resources Management (2014 – 2018)

EXPERIENCE

2021 – Present

Café & Light Food Brand

Co-founder | DALI, China

Led market research, siteselection, team building, and brand strategy.
Built digital presence (delivery apps, social media).

Achievements:

Reached 10,000+ followers and grew online orders 18% in 6 months.
Achieved 50% repeat rate, raised online revenue share from 40% → 60%.
Expanded to 2 stores.

2019.07 – 2020.08

Alibaba Group (Ele.me)

Key Account Manager | Guangzhou, China

Managed delivery operations for chain clients.
Designed promotional campaigns and optimized real-time performance.

Achievements:

Brand managed ranked 1 in GMV & growth for 6 months.
Drove 20% growth for new brands (months 2–6).
Ranked 1 in KPI performance for 7 months.

2018.08 – 2019.02

Repo Consulting

Headhunter Intern | Shanghai, China

Sourced candidates for internet sector.
Matched candidates with client needs, supported interview and negotiation process.

PROJECTS

SKEMA Business School | France | 2025

Somanity – Marketing Consulting Project

SKEMA Business School | France | 2025

MDI immobilier– Marketing Consulting Project

SKILLS

Proficient in digital marketing (SEO, Google Analytics, Google Ads, Meta Ads, and social media marketing) and data analytics using Tableau, SQL, and Excel. Skilled in creating reports and presentations with Microsoft PowerPoint and Word.

LANGUAGES

Chinese (native)

English (full professional)

French (professional)