

Yang Li

+44 7940897241 | yangleah1608@gmail.com

SUMMARY

Product marketing professional with experience scaling AI product adoption and building brand presence from zero. Delivered 4x DAU growth at Kuaishou and grew Coohom's LinkedIn from 200 to 1,000+ followers through data-driven content strategy. Currently completing an MPhil in Digital Humanities at Cambridge, applying Python, R, and social network analysis to audience and market research.

EDUCATION

Cambridge University, UK 10/2025-06/2026 (Expected)

Mphil of Digital Humanities

Relevant Coursework: Digital Humanities Approaches and Methods (Content analysis using Python, R, Gephi), Distant Reading: Methods and Application (social network analysis applied to large-scale text and behavioural datasets)

Zhejiang University, China 09/2020-06/2025

Bachelor of Chinese Language and Literature(Film track), GPA : 3.96

Relevant Coursework: Social Research, Social Observation and Learning (SPSS, MS Office)

Professional Experience

Kuaishou Technology, China 06/2024-11/2024

AI Product Intern

- Designed and executed a 4-phase go-to-market strategy for AI product adoption, using SQL and R to analyse user behaviour and optimize targeting — driving a 4x peak increase in DAU.
- Led end-to-end marketing for a 2-month internal AI Hackathon, designing campaign concept, online interactive platform, and offline finale, driving 1k+ interactions and generating £1.2m in project revenue.
- Built a KOL network through targeted outreach and 6 live workshops, growing community engagement 3x and establishing a reusable cold-start playbook for future AI product launches.

Coohom (Unicorn Company), China 03/2024-06/2024

Overseas Marketing Intern

- Built Coohom's B2B global social media presence from zero: developed a 6-category content framework across LinkedIn and X, growing followers from 100 to 1k+ and views by 300x.
- Executed integrated event marketing at CVPR and ICRA 2024: designed lead-gen mechanics, managed branded giveaways (400 distributed), and linked offline booth traffic to LinkedIn growth via QR campaign — generating 20 qualified leads.

EXTRACURRICULAR ACTIVITIES

Cambridge Curiosity and Imagination, UK 02/2026-

Volunteer Project Assistant

- Supported workshops by preparing materials, guiding participant communication and teamwork
- Supported admin work, maintained post-event documentation by systematically organising metadata, visual materials, distributing questionnaires and compiling participant feedback.

Hangzhou TV Station, China 10/2023-12/2023

Journalist Intern

- Conducted 100+ on-site interviews with diverse stakeholders, covering cold message outreach, interview question drafting, and manuscript collaboration and communication.

PERSONAL

- **Languages:** English (Proficient), Mandarin (Native)
- **Software:** R, SQL, Python, Microsoft Office
- **Tools:** LinkedIn Analytics, Meta Business Suite, Microsoft Office
- **Interest:** Dancing, Pickleball, Hiking, Sketch, Photography