

XICHENG GAO

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EDUCATION

Imperial Business School

London, UK | Sep 2025 - Aug 2026

MSc in Strategic Marketing

Relevant modules: Marketing Analytics, Strategic Market Management, Market Research

University of Manchester

Manchester, UK | Sep 2022 - Jun 2025

BSc in Management 2:1

Relevant modules: Financial Reporting and accountability, Marketing Management, Marketing Communication in a Digital Age, Business Data Analytics, Business Law, Quantitative Methods for Business and Management

PROFESSIONAL EXPERIENCE

Zulong Entertainment

Beijing, China | Jun 2024 - Sep 2025

Overseas Marketing and Community Engagement Intern

- Managed social media operations across Facebook, Discord, and YouTube while directing weekly engagement analysis to optimize content strategy, which resulted in a 50% increase in interaction rates and grew the Discord community by 2000+ members through targeted events based on user behaviour data
- Led community event planning and execution, designing a summer UGC campaign incorporated trend analysis from other well-known gaming community events, exceeding participation targets by 30% with 100+ artists participating and identifying 10 new potential KOCs for future collaboration
- Developed and executed the "New Dragon Rider Class" pre-launch campaign by analysing past update performance data to create a multi-phase teaser strategy and coordinating with 15 KOCs with tailored content briefs based on audience demographics, generating 13,000+ shares and contributing to a 25% increase in day-one player login
- Oversaw visual marketing content creation for major updates, including conducting player surveys to identify most anticipated features for a new expansion, using these insights to script a 2-minute cinematic trailer garnered 10,000+ views within 48 hours and drove a 15% increase in pre-registration

SeaLand Securities

Guangdong, China | Jul 2023 - Sep 2023

Equity Business Department

- Verified and organized data and documents, and conducted information collection for multiple equity projects, ensuring accuracy and efficiency in due diligence processes
- Prepared compliance documents and coordinated with internal teams to support IPO pre-listing guidance for a pet food company, contributing to its successful public listing
- Drafted sections of a due diligence report for a pet food company, providing research insights on market positioning, financial performance, and industry trends Conducted industry and peer benchmarking research to support investment decision-making and client advisory materials
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PROJECT EXPERIENCE

AI Marketing Insight Workflow

Personal Project | Apr 2026 - Now

- Built a Coze-based AI workflow that transforms official content, public comments and community discussions into structured competitor insight reports. Access: https://modern-swift-85a.notion.site/AI-352a10381cb180268457fc1db5450d1e?source=copy_link

ADDITIONAL SKILLS

Technical Skills

Microsoft Office (Advanced), SPSS (basic), SAS (intermediate), Alteryx (intermediate), R (intermediate), Unity(intermediate) , C# (basic), AI content generation (Advanced), AI workflow set up & vibe coding (Advanced)

Languages

English (fluent), Mandarin (Native), Japanese (conversational)

EXTRA-CURRICULAR & INTERESTS

- Gaming (2015 – Present, Experienced across various gaming platforms and genres, with thousands of hours of gameplay)
- Swimming (2012 – 2018, Award Winner in Beijing City-Level Competitions)
- Fencing (2019 – 2021, Award Winner at Club Level)