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个人介绍

利兹大学研究生, PRINCE2 证书, 阿里品牌数据银行分析师证书。具有项目管理, 定性和定量分析的经验。有优秀的人际交往能力, 组织能力, 分析能力; 使用工具: SQL, Tableau, VS code+Claude Code, Gemini.

业余兴趣: vibe coding

工作经验

- 04/2022- 范颂尼投资有限公司 (原飞利浦家电) 数据运营经理**
- **数字化BI平台搭建:** 1) 全渠道销售数据看板 (RPA取数: 生意参谋/商智-数据库-BI看板): 细分到sku、店铺维度的目标&达成; 2) 价格监测: 三方系统对接, 抓取实时价格&优惠权益; T-1天: 统计与plan对比各渠道&品类破价情况; 3) sales plan: 根据不同渠道政策, 自动化计算在各个计划价格&销量、ANP下的利润&毛利
 - **销售运营数据支持:** 1) 周报搭建与更新 (SQL取数, BI实现: 市占、各渠道进度、毛利对比等); 2) 新品上市表现监测与营销日历 (付费媒体效果: 流量结构, uv, cvr, roi等); 3) 协同销售、财务、供应链部门, 确认销售计划与年度计划管理, 进行销售进度追踪 (对比sell in& sell out), 确认产品成本、利润&赠品花费合理性, 确认最终ICM; 4) 协同HR, 考评各业务渠道绩效达成
 - **市场分析:** 使用各平台 (数银、策略中心、飞瓜、灰豚、蝉妈妈等) 针对本品牌&行业, 从行业趋势、品牌集中度、产品竞争力、品牌声量、消费者画像 (购买力) 等维度, 与竞品对比
 - **成果:** 数字化平台上线 (持续更新扩展平台模块与数据对接接口); 对衣物护理产品的分析推动产品的研发迭代, 作为当年的主推型号之一

- 03/2021-03/2022 立邦投资有限公司 数据分析经理**
- **0-1 数字化平台搭建:** 协同IT与事业部沟通搭建模块数据源、取数逻辑、以及线上Tableau 平台呈现形式
 - 价格指数编写 (整合所用的原材料, 分析价格走势), 根据需求更改更改excel 公式/vba, 增加分析范围 (事业群、事业部、预测项)
 - **外部供应商管理:** 审核报告质量, 合同续签情况
 - 团队内部数据支持, 部门 (100 人) 年度预算编写

- 07/2019-02/2021 上海联蔚信息科技有限公司 数据运营**
- **主要使用平台:** 数据银行、策略中心、TMIC、京东数坊; 服务客户: 惠氏、雅培、合生元
 - 结合AIPL 人群, 通过数据进行品牌消费者精细化运营, 对接客户EC/BI/CRM 团队
 - 618&D11 复盘, 结合定量定性进行电商用户分析 (新老客运营策略、消费者画像、核心人群沟通方式&触达方式、搜索词优化) 结合GMV 完成情况、消费者生命周期、对比市场和竞品给到落地策略, 帮助品牌方扩大线上市场份额
 - 平销期&大促期的站内外投放优化&承接, 不同人群蓄水
 - 成果: 不同素材测试提升广告点击率数倍, 扩大品牌人群池; 通过进店流失人群分析, 更新产品规格, 挽留核心人群, 提升进店转化率
 - **Pitch:**
TMIC 项目, 新品研发测试 (1. 新品市场研究&产品定位, 项目流程规划、产品定价、昵称、沟通方式、测试方案
2. 产品包装测试, 消费者使用态度研究 3. 制作报告, 确认报价&合同)

教育背景

- 09/2017-09/2018, 利兹大学, 英国**
- **硕士学位** 人力资源管理
 - **毕业论文项目:** “评估使用Cognito 的有效性 - 一种创新学习工具app”
 - 和英国本土公司合作, 通过监测产品后台数据, 进行定量分析, 结合SPSS ttest, 设计调查问卷并采访用户作定性分析, 证明产品的改进方向和市场推广方向推动实际落地
- 09/2011-06/2015, 上海海洋大学, 中国**
- **本科** 物流管理

**Working Experience**

- Apr 22 – Versuni Investment Co., Ltd – Assistant Data Operation Manager** **Shanghai, China**
- 0-1 Digital BI Platform Construction: 1) Omni-channel Sales Data Dashboard (RPA data retrieval-Database-BI Dashboard) : Goals& Achievements, Segmented to SKU, Store Dimensions); 2) Price monitoring: integration with third-party systems to capture real-time prices and promotional benefits; T-1 Day: Statistics and plan comparison of price reductions across channels and categories; 3) Sales plan: automated calculation of profit and gross profit under various planned prices, sales volume, and ANP based on different channel policies
 - Sales operation data support: 1) Weekly Report Construction and Updates (SQL data retrieval, BI implementation: market share, progress across channels, gross profit comparison, etc.); 2) New Product Launch Performance Monitoring and Marketing Calendar (Paid Media Effectiveness: Traffic Structure, UV, CVR, ROI, etc.); 3) Collaboration with sales, finance, and supply chain departments to confirm sales plans and annual plan management, and to track sales progress (comparing sell-in & sell-out). 4) Collaborate with HR to evaluate the performance of each business channel.
 - Market analysis: Using various platforms (such as DataBank, Strategy Center, Feigua, Huitun, Chanmama, etc.) to analyze the brand and industry, comparing with competitors in terms of industry trends, brand concentration, product competitiveness, brand volume, and consumer profile
 - Achievement: Digital platform launched (continuously updating and expanding platform modules and data docking interfaces); Analyzing garment care products to drive product development iteration, as one of the main models promoted that year
- Mar 21 –Mar 22 Nippon Investment Co., Ltd – Assistant Data Analysis Manager** **Shanghai, China**
- 0-1 Digital platform construction: Communicated with IT and BU of data sources, access logic, and how online Tableau platform presented
 - Compiled price index (integrated the raw materials, analyzed their price trend), moderated the excel formula/vba according to the demand, and increased the scope of analysis (business group, business department, forecast item)
 - External vendors management, audit report quality and contract renewal status
 - Internal data support, compiled annual budget (for 100 people)
- Jul 19 –Feb 21 Shanghai Connex Information Technology Co., Ltd - Data Operation** **Shanghai, China**
- Main use platforms: Ali Data Bank, Strategy Center, TMIC, JD4A; (Ali Brand Data Bank Analyst Accredited) Customers: Wyeth, Abbott, Biostime
 - Combined with AIPL crowd, carry out refined operation of brand consumers through data, and served customer's EC/BI/CRM teams
 - 618&D11 review, combined with quantitative and qualitative analysis on e-commerce users (new and old customer operation strategy, consumer portraits, core consumer communication& reach methods, search term optimization) combined with the completion of GMV, customer journey, comparing the market and competitors, providing the executive strategies to help customers expand their online market share
 - Optimizing& undertaking Ali internal and external advertisement during the normal period and large promotion period, to attract& retained different groups of people
 - Achievement: Increased the click rates several times and expanded brand crowd through the test of various advertising materials; Updated the product size after the analysis of the lost consumer entering the flagship store, to retain the core consumers, and to improve the conversion rate of the flagship store
 - Pitch:
TMIC project, new product development and testing (1. New product market research & product positioning, project process planning, product pricing, nicknames, communication methods, test plans 2. Product packaging testing, consumer attitude research 3. Making reports, confirming quotations & contracts)
- Mar 18 –Apr 18 Locala Community Partnerships CIC – Consulting Internship** **Batley, UK**
- Responsible for the consulting project "Analyse the effectiveness of podiatrists interventions been in reducing the workload of district nurses"
 - Interviewed NHS podiatrists, district nurses and patients and performed quantitative and qualitative analysis with patients appointments data
 - Determined the strategic decision on workforce; presented and adopted the decision

Educational Background

- Sep 17 – Sep 18 Master degree of Human Resource Management, The University of Leeds** **Leeds, UK**
- Dissertation project: (Cooperated with the company- Intuitive Learning, Harrogate, U.K.)
"Evaluate the effectiveness of using Cognito- a new innovative and engaging learning and development tool"

- Collaborating with UK-based companies, conducting quantitative analysis by monitoring product backend data, combined with SPSS ttest, designed questionnaires, and interviewed users for qualitative analysis. This demonstrated directions for product improvement and market promotion, driving practical implementation.

Sep 11 – Jun 15 Bachelor degree of Logistics Management, Shanghai Ocean University

Shanghai, China

Extracurricular Activities & Roles

Apr 18 – Apr 18 HEC Paris & Bain Company business game final round – Participant

Paris, France

- Participated in digital marketing & strategy challenge competition and pitches

Skills and Interests

Language	English	Mandarin						
Software	Excel	SQL	Tableau	PowerBI	VS code+	Claude Code	PRINCE 2	Qualification