

YUJIN LUO

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Globally minded market research professional with a Master's from Carnegie Mellon and experience across the U.S., China, and Morocco. I've worked with global brands like Sony, NBCUniversal, and Huawei, specializing in consumer insights, cross-cultural analysis, and strategic storytelling. With a sharp analytical mindset and a deep interest in what drives human behavior, I turn data into actionable strategies that help brands grow and connect across markets. Based in Belgium with full work authorization.

PROFESSIONAL EXPERIENCE

- Freelance Consultant | English Educator, Self-Employed, Remote** Jan 2024 - Present
- Designed and executed content strategies for English education and lifestyle topics, enhancing audience engagement.
 - Delivered over 100 hours of tailored, one-on-one English coaching to adult learners with a focus of fluency and practical communication.
- HR Consultant, Huawei Morocco, Casablanca, Morocco** Sep 2022 - Nov 2023
- Oversaw end-to-end lifecycle of leased staff (100+ employees), including budgeting, recruitment, onboarding, performance reviews, payroll, and offboarding.
 - Advised line managers on local labor laws and best practices, improving decision-making and efficiency.
 - Spearheaded Diversity & Inclusion programs that led to increase in employee engagement survey scores.
 - Maintained accurate audit-compliant records across all leased staff operations.
- Graduate Consultant, Sony Playstation, Los Angeles, US** Sep 2021 - May 2022
- Delivered analysis of global privacy laws to guide product development in emerging markets.
 - Supported alignment between legal compliance and product features.
- Strategy & Influencer Marketing, AMF Media, Remote, US** Feb 2022 - May 2022
- Developed a dynamic pay rate calculator for influencer marketing campaigns.
 - Conducted influencer vetting and managed social media analytics to optimize campaign effectiveness.
- Strategy Intern, China Luxury Advisors, Remote, US** Sep 2021 - Dec 2021
- Conducted in-depth market research and supported go-to-market planning for global luxury clients.
- Data & Strategy Associate, Sony Music Entertainment, Beijing, China** Feb 2021 - June 2021
- Researched business drivers and industry trends to support strategic decision-making for co-production opportunities.
 - Developed evaluation frameworks to assess potential partners' alignment with brand and performance objectives.
 - Analyzed ISP and platform data to enhance music visibility and engagement, particularly for content tailored to Douyin.
 - Built forecasting models to assess the effectiveness of digital marketing campaigns and inform future planning.
- Associate Consultant Intern, Ipsos Strategy3, Beijing, China** Oct 2020 - Jan 2021
- Conducted market entry research across pharma, aviation, and consumer goods, delivering insights for multiple clients.
 - Designed and led focus groups, analyzed findings, and provided recommendations to guide product launches.
- HR Intern, NBCUniversal, Beijing, China** July 2018 - Oct 2018
- Supported full-cycle intern hiring across Greater China, from recruitment to onboarding.
 - Maintained the talent pool to improve hiring efficiency and candidate tracking.
 - Helped coordinate engagement activities and internal HR initiatives to enhance workplace culture.

EDUCATION

- M.S. Entertainment Industry Management** Aug 2019 - May 2022
Carnegie Mellon University | Pittsburgh & Los Angeles
- B.S. Human Resource Management** Sep 2015 - June 2019
Beijing Normal University | Beijing
- Exchange Business Administration** Feb 2018 - June 2018
Korea University | Seoul

ADDITIONAL INFORMATION

Languages: Chinese(native), English(fluent), Dutch(beginner), French(beginner)
Softwares: Microsoft 360, Google Suite, Illustrator, Premiere, Canva, AI research tools