YUHAN GUO

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Growth marketing professional with 2+ years driving audience acquisition, campaign performance, and go-to-market execution across marketing, PR, and retail.

EDUCATION

New York University, M.S. in Integrated Marketing — Sep 2024 to May 2026

Pratt Institute, B.A. in Fashion Design, Graduated with Honors — Sep 2018 to Jun 2023
Focused Areas: Consumer Behavior · Digital Marketing · Marketing Analytics · Martech · Operation Strategy

PROFESSIONAL EXPERIENCE

Cresvane, New York, NY | *Founder* — Oct 2025 to Present

- Led 0-to-1 growth and go-to-market strategy for an AI-powered personal growth platform, aligning product, brand, and content priorities across a 5-person team from audience research through launch.
- Validated product-market fit through 25 user interviews and 200+ behavioral observations, using audience insights to narrow feature scope by 30% and accelerate the launch timeline.
- Built a test-and-learn content engine across Instagram, TikTok, and Xiaohongshu, growing the brand to 2,000+ followers in 3 months while reducing cross-functional turnaround time by 40% through structured workflows.

Nuwa Marketing, New York, NY | *Marketing Specialist* — Jan to Jun 2025

- Managed a 50+ creator seeding and partnership program across TikTok and Instagram, coordinating talent sourcing, partnership terms, briefs, approvals, and content delivery across 10 campaigns.
- Analyzed campaign performance across reach, engagement, traffic, and conversion indicators to identify higher-return partnerships and optimization opportunities, contributing to 4.2M+ views and 250K+ engagements within 2 months.
- Managed campaign calendars, budgets, invoices, creative approvals, and client reporting across accounts; coordinated 3 brand activations and media outreach generating $80K+ in estimated earned media value.

DICTION Science & Technology, Shenzhen, China | *PR & Communications Coordinator* — Jul to Oct 2024

- Produced 2 fashion seminars for 100+ attendees, initiating outreach to 10+ industry leaders and expanding an international network used to source future partnerships and leads.
- Managed end-to-end logistics for a 2-week US market immersion program for 12 clients, coordinating scheduling, travel, and daily programming to keep engagement high throughout.
- Executed curated brand visits to Prada, Free People, and Reformation for a 12-person delegation, achieving a 4.8/5 satisfaction rating that reflected strong audience experience design.

PRADA Group, New York, NY | *Client Advisor* — Aug 2023 to Jul 2024

- Managed a 500+ client portfolio through personalized outreach and CRM-based follow-up, converting 30% of new introductions into repeat clients.
- Exceeded $25,000+ weekly sales targets and earned Sales Champion recognition 3 times by using customer preferences, product performance, and brand storytelling to refine recommendations and outreach.
- Applied visual merchandising and floor presentation standards to support conversion and sell-through, recognized by management 3 times for execution quality.

PROJECTS

Connact.ai | *Integrated Marketing Lead* — Jan to May 2026

- Built 0-to-1 marketing infrastructure for an AI cold-email platform targeting investment banking recruiting, leading a team of 8 across content and distribution tracks.
- Designed an end-to-end workflow in Notion covering audience research, content planning, task delegation, and publishing cadence; grew a private WeChat community through Xiaohongshu acquisition strategy.

NYU × Adobe Digital Innovation & Design Challenge | *Team Lead, Finalist* — 2025

- Led a cross-functional team in developing an integrated growth campaign for a food and beverage brand, spanning audience segmentation, multi-channel digital tactics, creative development, and channel planning.
- Built ROI projections and measurable performance criteria to evaluate marketing effectiveness, guide campaign optimization, and support the team's Finalist finish.

INDEPENDENT

Content Creator, Independent | *Instagram · TikTok · Xiaohongshu · YouTube* — 2023 to Present

- Built a multi-platform personal brand focused on lifestyle, mindset, and fashion, generating 1.5M+ views and 4.3K new followers in a single month, with 97% of reach coming from non-followers.
- Monitored cultural moments, competitor creative, audience sentiment, and platform performance to refine content strategy and convert approximately 40% of inbound brand inquiries into paid collaborations.
- Used ShopMy and TikTok Creator Marketplace to evaluate paid and affiliate opportunities, managing brand briefs, tracking links, deliverables, usage rights, approvals, and FTC disclosures.

SKILLS & CERTIFICATIONS

Languages: Chinese (Native), English (Fluent), French (Intermediate), Korean (Beginner)
Growth Marketing: Audience Acquisition, Growth Experimentation, Campaign Optimization, Go-to-Market Planning, Content Strategy, Creator & Affiliate Marketing, Performance Reporting
Paid Media & Analytics: Meta and Google Acquisition Fundamentals, CPA/CPC Fundamentals, Creative Testing, Audience Segmentation, ROI Analysis, Google Analytics, Meta Business Suite
Tools: Microsoft Excel, PowerPoint, Notion, Adobe Creative Suite, Microsoft Office Suite; AI-assisted workflows with Claude, ChatGPT, and Codex
Certifications: Google Analytics, Meta Digital Marketing, INSIDE LVMH, CAMH Psychology Counseling