



Yu Ma

Skills

Branding

Project Management

Data Analysis and Visualisation

AI and Digital Experience

Strategic Research

Cross-Cultural Communication

Public Speaking

Stakeholder Management

Interests

AI and Marketing

Cross-Cultural Communication

Brand Storytelling

Languages

Chinese Native

English Fluent

Danish B2

Contact Information

Tianjin, China

+86 16600295024

yuma.myz@gmail.com

[LinkedIn](#)

Profile

With over 10 years of experience in marketing communication across higher education and cultural sectors, my background reflects a sustained engagement with brand marketing, project management, and institutional communication. Particular strengths lie in strategic planning, stakeholder influence, and the integration of data-driven insights into execution. Skilled in managing cross-functional initiatives, faculty, staff, and student engagement, and facilitating AI Integration and intercultural collaboration to support organisational development and knowledge exchange. This experience spans institutions and organisations in China, Denmark, the United States, the United Kingdom, Australia, Canada, and New Zealand.

Education

MA in Film and Media Studies, University of Copenhagen, Copenhagen

2016-2019

BA in Drama, Film and Television Literature, China University of Labor Relations, Beijing

2011-2015

BBA in Financial Management, China University of Labor Relations, Beijing

2012-2015

Employment

The Tianjin Juilliard School

June 2022 - Present, Tianjin, China

Digital Marketing Manager

- Marketing Strategy: Develop and executed digital marketing strategies to enhance institutional visibility across China, USA, South Korea, and other regions.
- Website Management: Manage bilingual website operations, including content updates, SEO/SEM, brand GEO and Google/ Baidu Analytics integration.
- Internal Communication: lead institutional WeCom and support newsletter
- Data Analysis: Lead quarterly analytical reports and data visualization for multiple stakeholders.
- Brand Management: Work closely with Juilliard New York team to align brand management and global reputation.
- Social Media: Oversee social media marketing on platforms with a focus on Douyin, LinkedIn, and Bilibili, creating content calendars and executing paid campaigns.
- Budget management: resources allocation, procurement, and vendor negotiations.

February 2025 - Present

AI Sub-committee Secretary & Member

- Support institutional research on AI applications and contribute to the development of AI policies. Collaborate with faculty and administrators to integrate AI tools into marketing and educational initiatives.

Events Engagement

2025 United Nations University AI Conference

October 2025, Macao

Chair of AI+Communication session; Speaker

QS Higher Education Asia Pacific Summit

November 2024, Macao

Speaker: Presented on "Cross-Cultural Marketing in Higher Education."

Fudan University Summer School

July, 2021, Shanghai, China

International Communication Association Conference

MAY 2019, Washington D.C., USA

Speaker; Top Poster Award Winner: Academic Research Paper 'Film Aesthetics of Circular Frame' received the Top Poster Award and Travel Grant from International Communication Association 2019 Conference



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Certifications

Leadership Skills Enhancement

2025, LinkedIn Learning

Generative AI for Learning and Development Professional Certificate

2024, LinkedIn Learning

Career Essentials in Project Management

2024, Microsoft

Digital Marketing & E-Commerce Professional Certificate

2023, Coursera

Data Analytics Professional Certificate

2023, Google

Job Experience

Grok Global Service

June 2020 - May 2022, Beijing, China

Lead Digital Marketing Officer

- Project Management: Managed digital marketing projects for six QS Top 1000 universities, supporting student recruitment efforts in Asia.
- Marketing Research: Conducted market and competitive research to inform marketing goals and develop actionable strategies.
- Content Creation: Created digital content for social media, university websites, and offline events, adhering to industry best practices.
- Data Analysis: Analyzed campaign performance and produced monthly and annual reports with data visualizations for university clients.

Nordgreen

2018-2019, Copenhagen, Denmark

Media & Marketing Associate (part-time)

Ministry of Foreign Affairs of Denmark

2017 - 2018, Copenhagen, Denmark

Social Media Freelancer

New Oriental Education & Technology Group Inc.

July 2015 - August 2016, Datong, China

IELTS Teacher

Start-Up Experience

Quellimax Studio 极致传媒工作室

2013-2018

- Team Building: Established and led a creative studio operating in multiple industries, including film production, exhibition design, and FMCG marketing.
- Audiovisual Storytelling: Directed projects that integrated visual storytelling and marketing strategies, collaborating with cross-functional teams to deliver innovative campaigns.
- Project management: Produced 4 short films and 20+ advertising videos, managing budget and fundraising
- Marketing and Promotion: developing marketing and promotion strategy of Short Film [Desire & Delusion] and [Withered Daisy], receiving more than 10 million online views in total.

AcademixEnglish 学术英语

2017-2022

- Course Development and Distribution on Tecent Education
- Digital Marketing