



Yushuang Pang

Aspiring Marketing Specialist

Contact

Yushuang Pang

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Education

2024 - Oct 2026, Leipzig

MBA & Marketing

HHL Leipzig Graduate School of Management

2016 - 2019, Shanghai

M.A. in English Translation & Interpretation

University of Shanghai for Science and Technology

Mar 2018 - Aug 2018, Villingen

International Business Management

Hochschule Furtwangen

2012 - 2016, Anhui

B.A. in English Studies & Finance

Anhui University of Science and Technology

Languages

Mandarin	C2
English	C1
German	B1
Japanese	B1

Skills

MS Office | Outlook | Lark | Notion | Miro

Adobe Acrobat, Photoshop & Illustrator

Canva | Capcut | ChatGPT

Google Analytics | Power BI | RStudio

Administration, Time & Project Management

Customer Relationship Management

Experience

TikTok Shop Germany GmbH

Sep 2025 - Dec 2025, Munich

Creator Manager Intern

Supported digital marketing campaigns across TikTok's ecosystem by coordinating creators, managing short-form and paid content, and optimizing performance. Analyzed KPIs (GMV, CTR, conversion, retention) using Excel to identify ROI improvements, while collaborating cross-functionally to streamline onboarding workflows and enhance SEO-informed content strategy.

CONOSCOPE GmbH

Apr 2025 - Jun 2025, Leipzig

Digital Marketing Coordinator Intern

Created SEO-aligned B2B digital content and conducted market and competitor research to support go-to-market strategy and positioning for innovation-driven clients. Used Excel and structured reporting to track performance metrics and inform strategic recommendations, while collaborating with stakeholders to translate complex topics into clear digital communication and support CRM-aligned email workflows.

ICCAS

Feb 2025 - Jun 2025, Leipzig

Market Analyst Intern

Conducted competitive and market analysis for AI-powered hematology solutions, delivering insights to guide category development and brand growth decisions. Leveraged quantitative customer, competitor, and market data to shape strategic plans for new initiatives.

Shanghai Baotou Middle School

2019 - 2024, Shanghai

English, Japanese Teacher & Social Media Manager

Taught English to 78 junior high students through tailored lesson plans and interactive activities, while also leading Japanese language and culture classes for 30 students. Served as Student Youth League Leader, managing the school's social media (100+ posts) and supporting branding initiatives for a 600+ student community.

thyssenkrupp AG

Oct 2018 - Apr 2019, Shanghai

Procurement Management Intern

Collaborated with a 12+ member procurement team to support vendor selection, quotation analysis, and cost optimization, while managing 50+ domestic suppliers in the SRM system to ensure accurate records and smooth project coordination.

Ricoh Imaging Co. Ltd

Sep 2017 - Feb 2018, Shanghai

Project Communication & Localization Intern

Led cross-cultural communication and localization for three printer projects, ensuring effective international collaboration and maintaining data integrity across teams.

Curricular activities

Co-President of Women in Leadership Club

Oct 2024 - Present, Leipzig

Led a team of 5 to organize Women Talk, an inter-college event where diverse women alumni shared leadership journeys through interactive sessions and networking.

Shanghai Imagine Toastmasters Club

Jul 2023 - Dec 2023, Shanghai

Managed 30+ club events, including weekly meetings, themed sessions, and special programs, ensuring smooth logistics and stakeholder coordination. Led a 35-member international team, overseeing event operations, communication workflows, and cross-team collaboration to ensure seamless execution.