

# CAROL TANG



Creative Marketing & Growth Strategist based in London.

NI (CAROL) TANG

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# ABOUT ME

Hi, I'm Carol.

I'm a creative marketing and growth-driven strategist based in London, with a background in Media & Communication in China and Art & Humanities from King's College London.

My journey started in storytelling. I've directed short films, worked as a livestream e-commerce assistant, and contributed to reality shows. In 2022, I stepped into the tech space, joining an internet company as a product marketing intern for AI large language models. Since then, I've continued to explore how far I can go in internet tech across different roles — from managing YouTube creator accounts to leading user growth and marketing initiatives in a global food-tech company. Along the way, I've developed into a multidisciplinary marketer who can operate both strategically and hands-on.

I specialise in end-to-end campaign planning, integrated marketing, brand partnerships and data analysis. I enjoy building ideas from concept to execution — and making sure they deliver real impact.

When I'm not building campaigns, you'll probably find me playing badminton or watching films — still drawn to stories, just from a different angle.

♥ 2018–2022 FILM MAKING

♥ 2021 E-COMMERCE ASSISTANT

♥ 2022 PRODUCT MARKETING FOR AI

♥ 2022–2023 REALITY SHOW DIRECTOR

♥ 2023 ACCOUNT MANAGER FOR YOUTUBE

♥ 2024 MASTER STUDENT AT KINGS

♥ 2025–2026 USER GROWTH & MARKETING SPECIALIST

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# WORK EXPERIENCE

## **User Growth & Marketing Specialist** **Fantuan Delivery** **2025.1 – 2026.1 LONDON, UK**

Led user growth and integrated marketing across social, community, in-app and partnerships, acquiring 50,000+ new users, achieving 90% of annual KPIs, and earning a promotion within six months.

## **ACCOUNT MANAGER (YOUTUBE)** **Ocean Media Group** **2023.3 – 2023.7 CHENGDU, CHINA**

Supported 30+ Chinese creators in global content expansion and account management, achieving a 70% monetisation rate.

## **PRODUCT MARKETING INTERN (AI VIDEO PRODUCT)** **BILIBILI** **2022.4 – 2022.9 SHANGHAI, CHINA**

Contributed to the growth of an AI-powered video creation product, supporting creator ecosystem development, producing 120+ content assets, and using user insights to inform product optimisation and improve adoption.

## **E-COMMERCE OPERATIONS ASSISTANT** **SUNING** **2021.3 – 2021.6 NANJING, CHINA**

Executed 15+ livestream campaigns, generating over 1.3M RMB in sales.

## WHAT I BRING TO THE TABLE

- Hands-on execution across campaigns and content
- Bilingual, cross-cultural perspective
- Integrated marketing thinking
- Data-driven analysis
- Growth-driven strategy

# PERSONAL SKILLS

**STORYTELLING  
&  
CONTENT  
CREATION**

**PARTNERSHIPS  
&  
BUSINESS  
DEVELOPMENT**

**STRATEGY  
&  
GROWTH**



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# FIRST PROJECT

# 2025 Fantuan Delivery UK Freshers' Season Activation

Integrated Marketing Campaign | User Growth



## OVERVIEW

Led a nationwide new student acquisition campaign across the UK, targeting Chinese international students and local students. As a new entrant in a highly competitive food delivery market, the goal was to maximise early-stage user acquisition while building long-term retention.

## THE CHALLENGE

Entering a saturated market, Fantuan needed to quickly establish brand presence and capture attention during the limited new student onboarding window, while ensuring cost-efficient growth and retention.

## MY STRATEGY

Developed an integrated marketing approach focused on maximising reach and driving organic growth. This included expanding multi-channel touchpoints to reach students at scale, leveraging brand partnerships to amplify visibility, and aligning promotional incentives (discounts and free trial) to encourage user conversion and peer-to-peer sharing – achieving high ROI under controlled budget.

# FIRST PROJECT

# 2025 Fantuan Delivery UK Freshers' Season Activation

Integrated Marketing Campaign | User Growth

1

gaming IP co-branded campaign for extended reach

11

universities Freshers' Week on-campus activations

80+

influencers – social media promotion and content amplification

2

e-commerce platforms integrated online-to-offline campaign collaborations

150+

student accommodations outreach and community engagement

12,000

copies "UK oriental Food Map" distributed across key student areas



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# FIRST PROJECT

# 2025 Fantuan Delivery UK Freshers' Season Activation

Integrated Marketing Campaign | User Growth



# FIRST PROJECT

## Key Outcomes

# 2025 Fantuan Delivery UK Freshers' Season Activation

Integrated Marketing Campaign | User Growth

23,000

new users acquired  
in 6 weeks

51

community groups built,  
over 10000 members

1w+

online impressions  
generated (RED &  
Instagram)

18%

month-on-month order  
growth across the UK

Data as of 31 October 2026.

# Creator Meetup – PR & Influencer Marketing Campaign

Event Marketing | Influencer Relations

## SECOND PROJECT

- Regular creator meetups to maintain and strengthen relationships with influencers and agencies
- End-to-end event planning, from concept development to on-site execution
- Storytelling-led event design to create shareable and engaging experiences
- Influencer relationship management and community building
- Brand awareness and visibility growth through offline engagement and content amplification



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# London Fashion Week 2025 Chinese Talent Coverage & Content Production



## OTHER PROJECTS

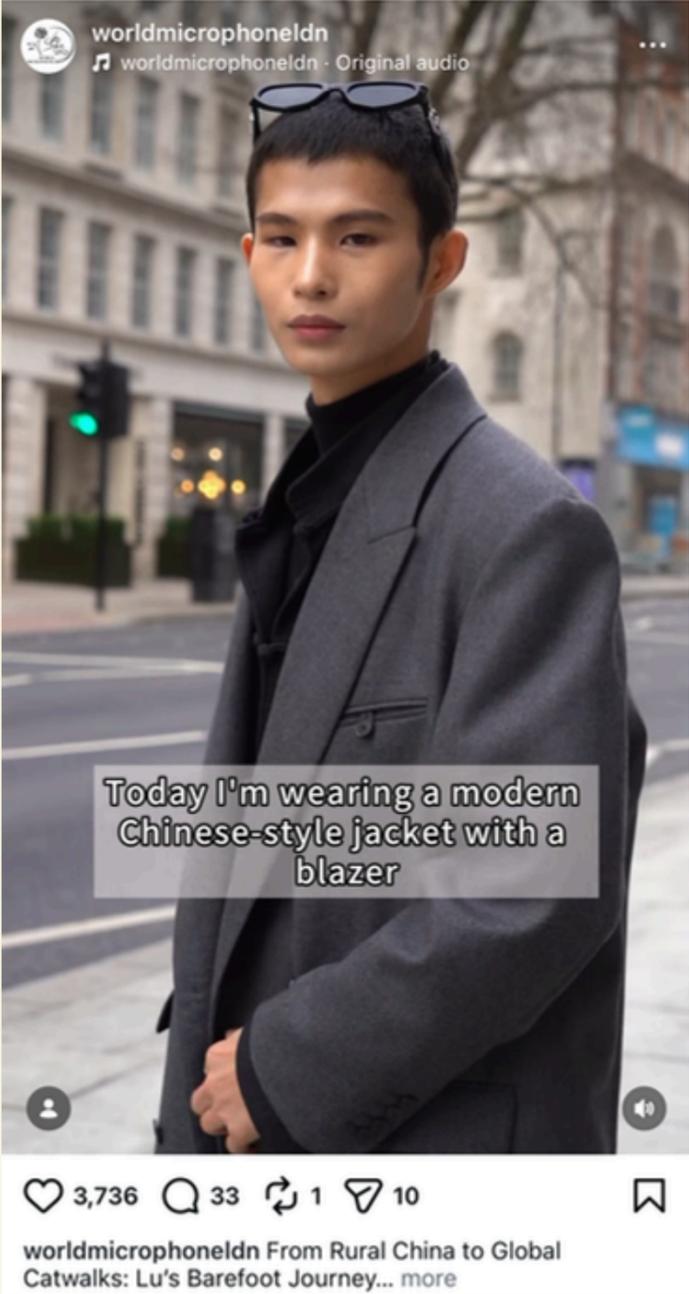
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# London Fashion Week 2025 Chinese Talent Coverage & Content Production

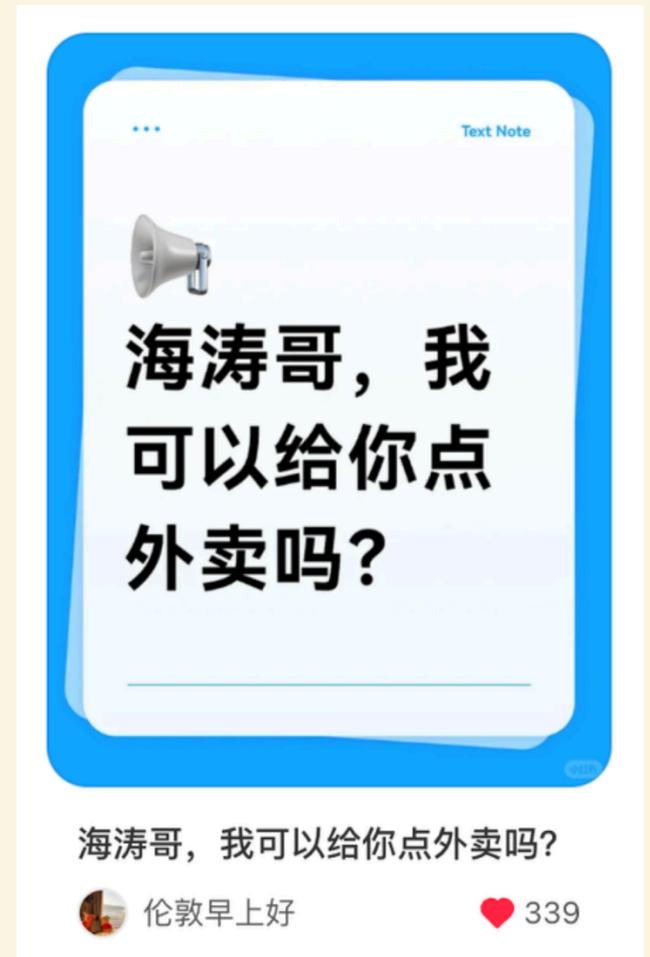
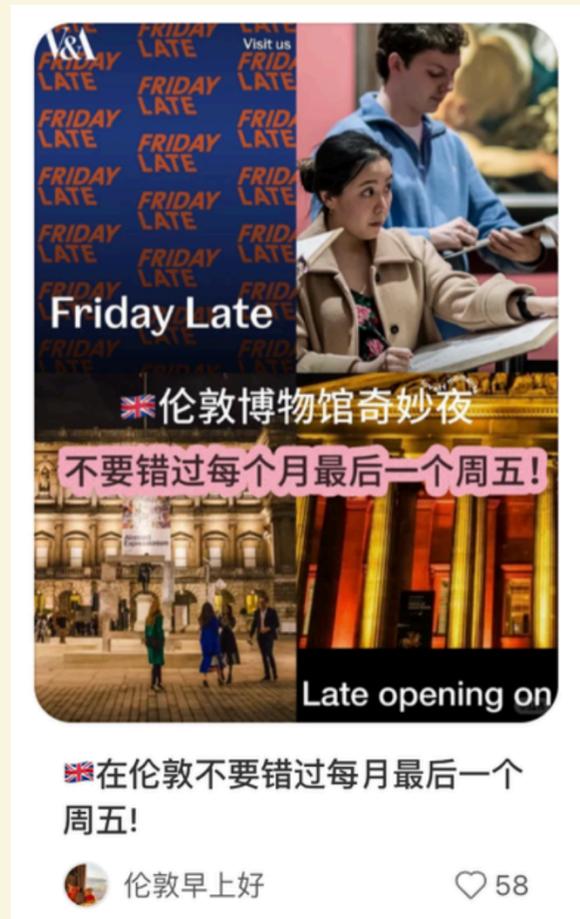
# OTHER PROJECTS



- Supported media coverage and content storytelling for Chinese talent at London Fashion Week 2025, contributing to earned media exposure and audience engagement across social platforms
- Created and adapted multi-format content (social, editorial, visual) to amplify campaign visibility and align with audience insights

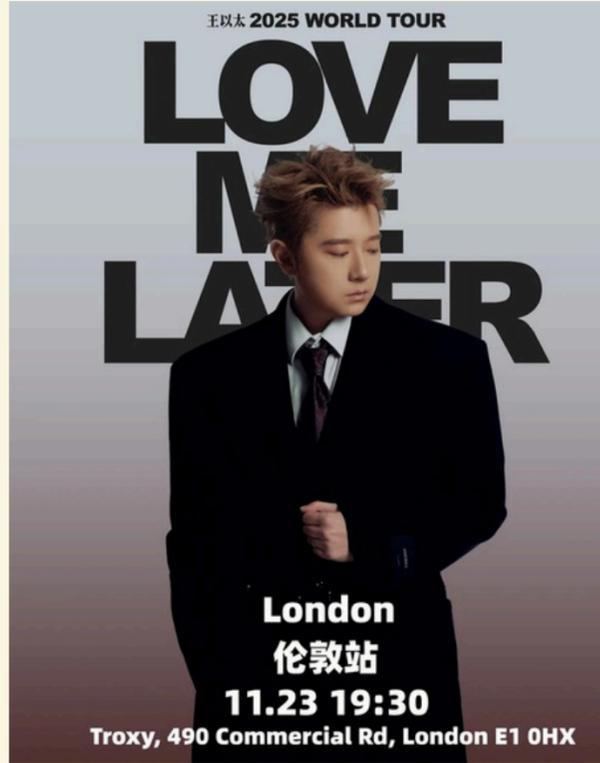
# OTHER PROJECTS

## Social Media Content



Built and managed a Red (小红书) lifestyle account "伦敦早上好", leveraging London's food and culture to create engaging content for Chinese audiences, achieving 9,740+ likes & saves and 167K+ hashtag views within 8 months.

# Live Event Production & Communications London Performances



**SKAI ISYOURGOD LONDON PERFORMANCE**  
Brand Partnership Collaboration



**CHINESE TRADITIONAL TALKSHOW**  
Media Promotion

## OTHER PROJECTS

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# Film Marketing PR & Communications



**THE SHADOW'S EDGE LONDON PREMIUM**



**BOONIE BEARS LONDON PREMIUM**

- Supported film campaigns through brand partnerships, contributing to PR activations, promotional communications, and on-site event execution to enhance audience engagement and campaign visibility

## OTHER PROJECTS

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# LSE Campus Recruitment Event Public Speaking & Brand Presentation



- **Delivered brand presentations** at LSE campus recruitment events, communicating key messages and engaging student audiences through live interaction and Q&A
- **Supported audience engagement and brand awareness**, adapting communication style to effectively connect with diverse audiences

## OTHER PROJECTS



### Careers in China: Information for employers

The Careers in China event programme is part of a joint partnership led by the London School of Economics and Political Science, Imperial College London and King's College London, in collaboration with University College London, Columbia University and the University of Chicago.

公众号 · LSEAlumni

# WHAT I'M LOOKING FOR

## **INDUSTRIES OF INTEREST**

Creative Agencies · Film · Sports ·  
Technology · Internet · Entertainment

Looking back, my journey has been shaped by constantly stepping into new challenges and unfamiliar roles. There were moments of uncertainty, but I've learned to embrace them as part of growth, and to turn every opportunity into something meaningful.

I'm now looking for a team that values curiosity, creativity, and collaboration — where I can continue learning, contribute to impactful campaigns, and grow alongside inspiring people.

# LET'S CONNECT



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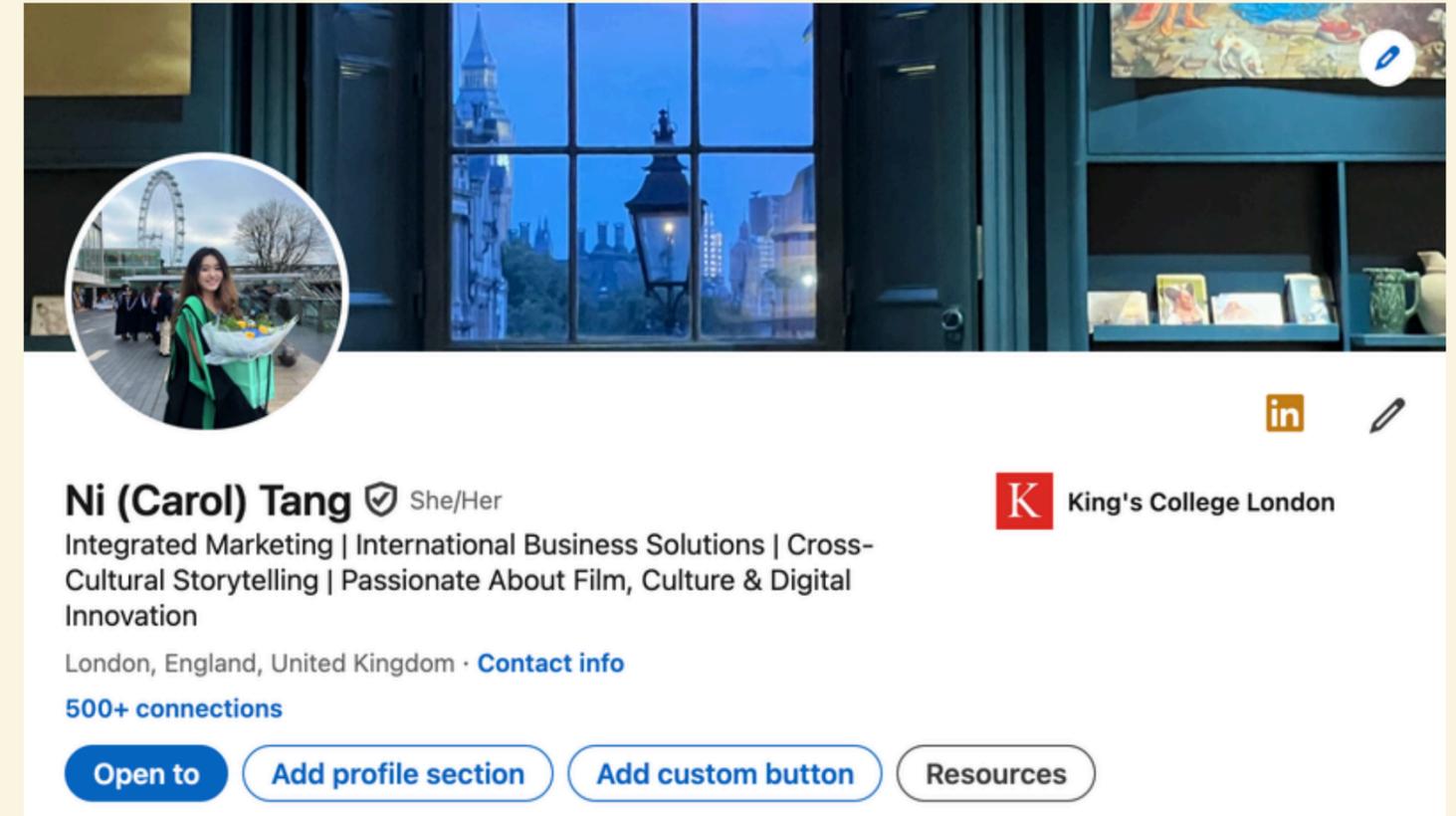
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