

Wilson Chan

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EDUCATION

London School of Economics and Political Science (LSE)

MSc in Marketing

- Grade: Distinction (6/8 modules above 70%)

London, United Kingdom

Sep 2024 - Sep 2025

Bayes Business School, City St George's, University of London

BSc (Hons) in Business Management

- Grade: First Class Honours (73%); Awarded Beta Gamma Sigma (top 10% of the cohort)

London, United Kingdom

Sep 2021 - Jun 2024

PROFESSIONAL EXPERIENCE

KIDEA | Global Brand Marketing & Creative Agency

Event Intern

- Supported the delivery of Haier's Horizon global product launch for 80+ attendees across two Greenwich venues by coordinating guest check-in, gifting, stage transitions and venue teams.
- Coordinated Haier's Horizon OOH campaign across 27 London digital screens, managing JCDecaux bookings, artwork delivery and live-site checks for 500,000+ projected adult impacts.
- Rebuilt Haier's influencer list by sourcing 33 matched profiles and progressing 3 options based on availability, rates and deliverables.

London, United Kingdom

Feb 2026 - Mar 2026

CHARLES & KEITH

E-commerce Strategy Intern

- Developed and presented a 37-slide light-luxury repositioning strategy through consumer, product, channel and brand analysis, with key findings validated by the head of marketing and e-commerce.
- Developed a phased assortment-reduction plan and tiered product portfolio after finding that 43% of 448 bag articles and 37% of 628 shoe articles generated only 1% of category sales.
- Conducted a thematic analysis of 3,281 customer reviews, grouping recurring complaints to identify packaging and product-quality issues behind high return rates on bestselling products.
- Contributed to Tmall's Double 11 Super Fashion Show through concept, model and key visual development, helping it rank 1st in bags and generate ¥2.54M in live-stream sales.

Shanghai, China

Sep 2025 - Nov 2025

PROJECT EXPERIENCE

KRAOSAN | Sustainable Bamboo Packaging Social Enterprise

Marketing Strategy Consultant – LSE Marketing Action Learning Project

- Developed a UK and Germany pricing strategy for 4 products across 3 sizes by combining conjoint-derived willingness-to-pay results with competitor benchmarks and production costs.
- Prioritised 3 target segments for launch through cluster analysis using behavioural, attitudinal and willingness-to-pay insights.

London, United Kingdom

Apr 2025 - Jul 2025

Airbnb

Data Analyst – LSE Marketing Analytics II

- Led numerical data cleaning for 7,800+ Airbnb listings across pricing, property and host variables, applying log transformation, winsorization, imputation, correlation checks and VIF screening to improve model reliability.
- Built and compared 6 pricing models, selecting XGBoost after achieving an R² of 0.63 and RMSE of 77.4 to support the team's final Streamlit pricing assistant for Airbnb hosts.

London, United Kingdom

Jan 2025 - Apr 2025

Myprotein

Brand Strategy Analyst – LSE Brand Strategy

- Identified a brand identity-image gap using Aaker's Model, 80 survey responses and 10 interviews, finding that 80% of interviewees had not noticed the rebrand and still associated Myprotein primarily with performance.
- Developed a Myprotein x lululemon co-branding strategy to strengthen its wellness positioning through a limited-edition product bundle, pop-up wellness events and joint influencer content.

London, United Kingdom

Jan 2025 - Apr 2025

SKILLS & INTERESTS

- Marketing:** Consumer research, competitor analysis, brand positioning, campaign coordination, pricing and product strategy
- Tools:** Excel, Tableau, Python, R, SPSS, Google Analytics 4 certified, Canva, PowerPoint, CapCut
- Languages:** English and Chinese Mandarin (native), Cantonese (intermediate)
- Interests:** Basketball, badminton, bouldering, photography and fashion