YIFEI CHEN

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PROFILE

Data-driven marketing analyst with 1 year in mobile game publishing at ByteDance, skilled in KPI tracking, attribution, and player lifecycle analysis. Graduating in September 2025 with a Master's in Computational Linguistics, pursued to strengthen technical skills for data-driven roles in the game industry, particularly AI-driven gameplay features.

SKILLSETS & KNOWLEDGE

Game & Player Analytics: Worked with attribution platforms (*Appsflyer*, *Adjust*) and internal BI tools to analyse acquisition channels, player retention, and monetization KPIs. Experience aligning metrics across teams and lifecycles to guide decision-making.
Data Tools & Technical: Proficient in Excel/Google Sheets (formulas, charts, pivot tables), comfortable querying and interpreting datasets; Python & SQL for data exploration.
Industrial Knowledge: Familiar with mobile game publishing pipelines, early-stage IDFA attribution challenges, and performance dashboard development.
Cross-functional Collaboration: Worked closely with data, UA, creative, and product teams to align metrics with business goals, and to support product launches and optimise campaigns based on player behaviour data.

EDUCATION

University of Tübingen   Tübingen, DE
M.A. in Computational Linguistics   Apr 2023 – Sep 2025 (Expected)
Core Modules: Data Science; Data Structure & Algorithms; Statistical Modelling; Linear Algebra & Calculus;

University of Oxford   Oxford, UK
M.Sc. in Sociology   Oct 2018 – Nov 2019
Core Modules: Statistical Methods; Quantitative & Qualitative Methods; Social Networks Analysis.

University of Manchester   Manchester, UK
B.A. in Linguistics and Sociology (First-Class Honours Degree)   Sep 2015 – Jun 2018
Core Modules: Quantitative Methods; Social Network Analysis.

PROFESSIONAL EXPERIENCE

ByteDance **Parent company of TikTok*   Shenzhen, China
Game Global Marketing Specialist (Full-Time)   Jun, 2020 − Jun, 2021
- Collaborated with UA, BI, data, and product teams to define success metrics and attribution models for mobile game launches across multiple markets.
- Interpreted data from *Appsflyer*, *Adjust* and internal dashboards to distinguish organic traffic from paid UA performance, and identify factors impacting retention and ROI.
- Led the design of performance dashboards with real-time acquisition and engagement metrics, enabling stakeholders to track campaigns and player behaviour trends.
- Built and managed cross-regional partnerships with app stores, emulators, and telecom providers, focusing on markets in Japan, Taiwan, Southeast Asia, and Greater China.
- **Achievements**: Contributed to launch operations for titles such as *Ragnarok X: Next Generation*, which achieved top rankings and over $100M in revenue within 6 months.

EXTRAS

Strategic Consulting Experience — Intern at *A.T. Kearney* and *Roland Berger* (2019); completed LSE Summer School in Strategic Management.
Leadership & Volunteering — Vice President, AIESEC university branch (2014); coordinated team operations and cross-cultural exchange projects.
Creative Experience — TV Producer Intern, *Mango TV* (Jul – Oct 2017); supported reality show production, creative content design, and audience-driven content planning.
Programming — Python, SQL, Java
Languages — Chinese (Native), English (Professional proficiency), Japanese (JLPT N3)