

Ruitong Tang

Marketing, Communications & Media | AI-assisted workflows and audience insight

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PROFILE

Marketing, communications and media professional with a Master of Arts in Global Media Studies (Stockholm University, 2026) and a Bachelor of Arts in Journalism. I take content from idea to publishing and follow-up: text, short video and carousels for web and social, campaigns coordinated with partners and internal teams, results judged by saves, shares and site visits rather than likes, plus AI-assisted workflows with human review built in and qualitative audience research. Experience from four marketing and operations roles in Beijing and Stockholm (educations.com at Keystone Education Group, NetEase Youdao, ByteDance, Zhihu) and two years of bilingual communications and event work in Stockholm.

Work permit eligible to work in Sweden

EDUCATION

Master of Arts (MA), Global Media Studies

Sep 2024 – Jun 2026

Stockholm University, Sweden

Thesis passed public defence, August 2026: a social listening study of 5,289 Weibo comments (see Projects).

Bachelor of Arts (BA), Journalism

Sep 2018 – Jun 2022

Nanyang Normal University, China

Certificates and awards: National 3rd Prize, Short Video Editing & Creation (China University Network Competition); Generative AI & Prompt Engineering certificate; Certified National Tea Specialist (China)

WORK EXPERIENCE

Digital Marketing Intern

Mar 2026 – Aug 2026

educations.com (Keystone Education Group), Stockholm, Sweden

Screening in seconds, not weeks. Designed a two-round, rule-based Python pipeline (AI-assisted development, no LLM in the decision path) that turned over two weeks of manual reading of up to 3,000 applications into a ranked shortlist in seconds. Quality held: unclear cases go to human review, every applicant gets a written reason, and scoring only rewards, never profiles. Credited by my manager with saving the team hours every week.

- **8 campaigns, 6 end to end.** Coordinated with partners including IAESTE and Girls on Campus, co-interviewed 20+ finalists from 15+ countries, ran winner selection on a weighted five-dimension framework, and wrote and published 12 finalist and winner articles on educations.com (SEO content).
- **Interviews as market research.** Rebuilt the winner interview around what the brand needed to learn (why this country, why this university, what nearly stopped you); the answers fed winner stories, social content and an end-of-cycle audience brief.
- **66 TikToks, each with a destination.** Produced videos and carousels from research reports and site articles through a repeatable brief-to-cut-sheet workflow; rebuilt the profile, bio link and caption CTAs so every post routed to a site page, and chose formats by saves and shares rather than likes.
- **Guardrails that held.** Fixed announcement sequence (winner first, then finalists, then social), consent before naming third parties, verified figures only; handled one public-facing issue by checking the published terms and giving leadership ranked options.

VOLUNTEER EXPERIENCE, SWEDEN

Event Coordinator & Translator

Sep 2024 – present

Stockholm Chinese Cultural Center, Stockholm

- **Events, interpretation and culture.** Deliver PR events for 100+ guests (Scania, Stockholm University), interpret live Chinese/English for diplomatic delegations, and present Chinese tea culture at Spotify and Swedish universities.

Event Coordinator & Team Leader (OGX)

Sep 2025 – present

AIIESEC in Sweden, Stockholm

- **Recruitment and team lead.** Pitch exchange programmes to 50+ students, design collateral, lead a volunteer team.

Communications & Outreach Coordinator

May 2025 – Jun 2025

KTH Climate Action House, Stockholm

- **Campus climate campaign.** With a team of young women, designed and ran the outreach and social media for the 2025 climate-action initiative and the Climathon challenge: awareness events and creative campus communication.

Other volunteer roles in Stockholm: Rinkebyfestivalen event volunteer (Aug 2025), Stockholm Fringe Festival promotion and audience volunteer (Aug 2025), Belong "Christmas for All" social media and kids' corner volunteer (Dec 2024).

EARLIER WORK EXPERIENCE, CHINA

Earlier work experience

Aug 2020 – May 2021

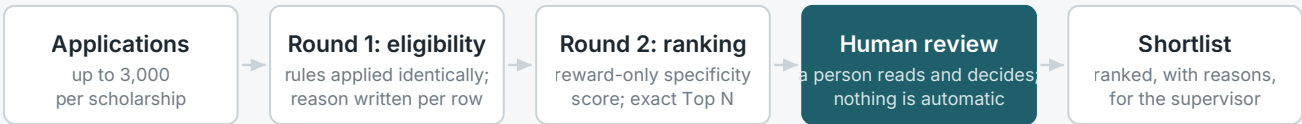
Beijing, China

- **NetEase Youdao (NYSE-listed EdTech), Product Operations, Feb–May 2021.** Excel analysis of student traffic and competitor trends for the premium-course line, which beat its revenue target by 20%.
- **ByteDance (Qingbei Online School), User Operations, Aug–Nov 2020.** Contributed to a 70% renewal rate and 46% year-on-year DAU growth through CRM management and data-driven outreach; wrote course copy.
- **Zhihu (China's largest Q&A platform), Content & Community Operations, Sep–Nov 2020.** Helped lift DAU of the Zhihu Circles module by 50% with 40+ SOPs and 100+ posts; built a volunteer moderator team from scratch.

PROJECTS

Scholarship screening pipeline

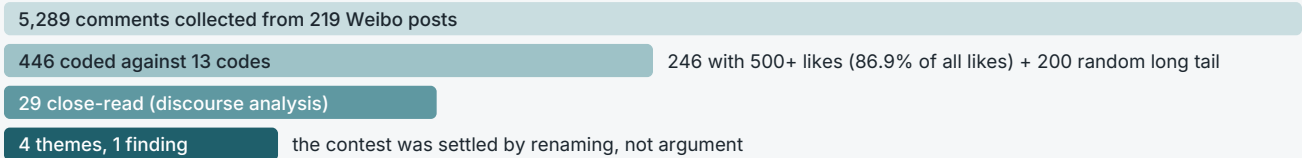
educations.com, 2026 | Python (pandas, openpyxl), Office Scripts (TypeScript) | built through AI-assisted development



Reused across 5 scholarships. Unclear cases route to manual review, pre-sorted into fast-confirm and careful-check; one script runs on different forms through fuzzy header matching; sensitive attributes are never inferred. Delivered with a compliance dossier, a one-page runbook and an Office Script for aggregate-only audience insights.

MA thesis: visibility-weighted social listening on Weibo

Stockholm University, 2026 | Octoparse, Excel audit ledger, reflexive thematic analysis, critical discourse analysis



How consensus formed in Weibo threads around a cross-market celebrity controversy (Lisa's Crazy Horse show). Sampling weighted by visibility, not volume, with a 28-item decision log. Finding: class-framed comments drew about three times the likes per comment of nationalist ones; the contest was settled by renaming, not argument.

SKILLS

Content & channels	Content for web and social (text, short video, carousels), TikTok and Instagram, copywriting and editing (EN), SEO articles, video editing (CapCut), Canva, content planning
Campaigns & coordination	Campaign coordination with partners and internal teams, event planning and delivery, stakeholder and candidate communication, CRM outreach, follow-up and reporting on results
Research & insight	Market research, qualitative research (thematic and discourse analysis), social listening, interviewing, cross-cultural audience analysis (China, Europe)
Data & AI	Advanced Excel, Python (pandas), Office Scripts, Octoparse, AI-assisted workflow design (Claude, prompt engineering), human-in-the-loop verification, GDPR-aware data handling

LANGUAGES

Chinese (Mandarin): native · English: fluent, professional working proficiency · Swedish: A2 (SFI course C), studying

REFERENCE

Suci Ariyanti, Brand & Campaigns Manager, educations.com (Keystone Education Group) · suci.ariyanti@keg.com

"You helped us save the team hours every week, and did in six months what takes some people years." Comment on my LinkedIn post, Aug 2026: [lnkd.in/p/dBMDNaAM](#)