

FAN WENDI

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Portfolio https://fanwendi.pages.dev/

Portfolio

PROFESSIONAL SUMMARY

Marketing Manager with 3+ years of experience in higher education marketing, student recruitment and China-market digital outreach. Built and scaled Hanbridge Institute's Chinese digital acquisition channels across Xiaohongshu, WeChat, Douyin and Zhihu, contributing to an approximately 750% increase in average monthly student enquiries from 2024 to 2026. Experienced in programme marketing, content localisation, paid social, prospect-facing communications, outreach events and cross-functional coordination with admissions, academic teams, management and university partners. Native Mandarin speaker with strong familiarity with Chinese digital ecosystems and cross-cultural communication.

WORK EXPERIENCE

HANBRIDGE INSTITUTE | Marketing Manager **Aug 2023 – Present**
(Promoted since Jan 2026)

- Drove 750% growth in average monthly student enquiries from 2024 to 2026, contributing to a stable paid enrolments per month in 2026.
- Built and scaled Hanbridge's China-market presence across Xiaohongshu, WeChat, Douyin and Zhihu, establishing Xiaohongshu as the institution's primary Chinese-market enquiry channel.
- Oversee an always-on, multi-channel content programme across Chinese and international platforms, maintaining daily and weekly publishing across social, WeChat, website and long-form content while ensuring brand consistency and market relevance.
- Lead paid acquisition across RedNote Juguang (聚光) and Meta Ads, using campaign performance and enquiry data to refine audience targeting, creative direction and budget allocation; average monthly enquiries increased approximately 173% from 2025 to 2026.
- Led the strategic revamp of Hanbridge's institutional website and continue to oversee its digital content and performance, including WordPress management, programme information governance and external vendor delivery.
- Directed end-to-end planning and execution of a 250-pax graduation and school anniversary at The Fullerton Hotel Singapore, overseeing budget, vendor procurement, programme design, guest experience, operations, manpower and sponsorship outreach.

DEREN MARKETING PTE LTD | Marketing Intern and Part Time **Dec 2021 – Nov 2022**

- Developed content strategies for 8 clients and produced 450+ red note assets for 14 companies.

HARVEST LE DESIGN | Design & Sales Consultant **Mar 2021 – Aug 2021**

- Converted 2 of 20+ prospects into clients, generating more than S$40,000 in revenue.

EDUCATION

National University of Singapore — Master of Communication, Part-Time, In Progress | 2026 – Present
Nanyang Technological University — Bachelor's Degree in Chinese | 2020 – 2024
University of St. Gallen, Switzerland — Business Administration Exchange | 2023

SKILLS

- Programme Marketing | China Market Outreach | Student Recruitment | Xiaohongshu | WeChat | Douyin | Paid Social | Content Localisation | Events & Outreach | Stakeholder Management | Market Research
- Languages: Mandarin Chinese — Native | English — Professional Working Proficiency