

MSEM Comprehensive Examination Portfolio

Professional Portfolio and Career Readiness Reflection

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Master of Sport and Entertainment Management (M.S.E.M.)

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Section II: Pursuing Your Passion

Passion and Two Five-Year Professional Goals

My professional passion is helping sport and lifestyle organizations use consumer insight to improve how products, campaigns, and retail teams work together. This direction grew from several settings that exposed me to different parts of sport business. At Capital University of Physical Education and Sports, I studied sport sponsorship, consumer behavior, event market development, and sport agency practice. Leading the four-person Free Kick entrepreneurship project required me to translate an idea into a business plan, team assignments, and sponsorship outreach. At Tencent, I saw how media rights, live-broadcast operations, sponsor obligations, editorial content, and audience data must work together. At Fanatics China, I connected that perspective with integrated campaigns, social content, livestreaming, retail activations, and merchandise launches.

My first five-year goal is to become a management professional in a sport or lifestyle brand who can use sales, inventory, consumer, and campaign information to improve merchandise and retail decisions. My current Management Trainee role at DESCENTE China gives me an important starting point because the program provides a comprehensive rotation before a permanent assignment. I want to understand how front-line retail, merchandise, brand activity, and internal operations connect before specializing.

My second five-year goal is to become a cross-functional project leader who can coordinate people, schedules, products, and partners while communicating a clear business priority. I have begun building this capability through time-sensitive broadcast work, multi-city campaign support, product-launch coordination, and team leadership. The MSEM program supports both goals by connecting quantitative methods with sport finance, media, venue management, psychology, and applied practice.

During my first year at DESCENTE, my priority is to strengthen data-informed merchandise and retail decision-making. I plan to prepare a one-page insight memo each month, limit every analysis to three actionable priorities, and ask a manager or mentor for feedback. This routine will help me connect careful analysis with practical management decisions. I want to grow through disciplined practice, reflection, and accountable results while remaining focused on experiences that create value for consumers and the organization.

Professional Position

The professional position I selected is my current role as a Management Trainee at DESCENTE China. I began the role in July 2026 and am completing a comprehensive rotation before receiving a permanent assignment. This position fits my professional direction because it offers a broad view of how a sport and lifestyle brand connects merchandise, retail operations, consumers,

campaigns, and internal coordination. It also allows me to build management judgment from direct operating experience rather than approaching brand decisions from only one function.

My academic and professional background provides a useful foundation. MSEM coursework in quantitative methods, finance, media, venue management, and sport psychology strengthened my ability to interpret business problems from several perspectives. At Tencent, I supported football-broadcast preparation, sponsor-rights checks, live interactive functions, editorial work, and audience-data analysis. At Fanatics China, I supported integrated campaigns, published social content, coordinated external contributors, participated in seasonal product launches, managed mini-program listings, and wrote a standard operating procedure. My Salomon retail experience also introduced me to customer needs, product matching, inventory checks, display adjustments, and replenishment rhythms.

The role also exposes clear development priorities. I need to deepen my understanding of merchandise planning, inventory movement, retail performance, and how different departments define success. I also want to become more effective at turning detailed analysis into a short recommendation that a manager can use. My plan is to connect sales and inventory information with front-line observation, state no more than three priorities in each analysis, and request feedback on whether each recommendation is clear and actionable.

DESCENTE China's public 2026 campus-recruitment announcement describes customized training, guidance from industry experts, and the development of future brand leaders (DESCENTE CHINA, n.d.). That structure fits my interest in using consumer insight to guide practical work across merchandise, retail, and brand operations. The announcement is included as public role evidence. By using the rotation to understand both daily operations and management decisions, I can prepare for a long-term role in merchandise, retail, brand operations, or cross-functional project management.

Management Trainee Position Announcement

DESCENTE CHINA 2026 Global Campus Recruitment Is Officially Launched!
We cordially invite outstanding recent graduates from around the world to join us and create the future together. The program offers a customized training system with guidance from industry experts, dedicated to cultivating the next generation of brand leaders.
At DESCENTE, you will thrive in an open, diverse, and inclusive working environment designed to maximize your potential. If you are passionate about sports and committed to excellence, we look forward to welcoming you to join our team and together define the new standard of professional sports.
Connect us: DSTcampus@descente-china.com.cn
[#DESCENTE2026GlobalCampusRecruitment](#)

Figure 1. DESCENTE China 2026 global campus recruitment announcement. LinkedIn company page, accessed July 31, 2026.

Strongest Trait or Attribute

My strongest professional attribute is cross-functional execution: the ability to organize a multi-step assignment, communicate across different contributors, and keep work moving toward delivery.

My Fanatics China internship provides the clearest example. From December 2025 through March 2026, I supported integrated marketing while participating in the SP26 and SU26 product-launch cycle. The process extended beyond promotional copy. It included requesting samples from the warehouse, planning shoots, coordinating models, confirming key visuals, managing sample garments, following retouching and product-detail pages, and preparing merchandise for the Fanatics mini program.

Within that workflow, I took responsibility for listing products on the mini program and documented the process in a standard operating procedure. Documenting the process mattered because the work passed through many hands. A missing sample, delayed image, incorrect product detail, or unclear owner can interrupt the full launch sequence. I needed to understand how creative, commercial, operational, and platform tasks connected while continuing to follow up with the people responsible for each step.

The same pattern appears in other work. I supported a Stephen Curry birthday activation that connected NBA Store fan resources across 38 cities, planned and wrote 20 social posts across campaign periods, and previously supported time-sensitive football broadcasts at Tencent. These assignments required schedule awareness, clear communication, and attention to both commercial obligations and execution details.

The rotation at DESCENTE requires the same discipline because product and retail plans fall behind when people, information, and timelines are out of sync. I continue strengthening this attribute by defining the deliverable, mapping dependencies, confirming owners, and documenting recurring steps. I also want to improve how I measure results. For future projects, I will agree on one operational indicator at the beginning, such as on-time asset completion, listing accuracy, response time, or reduction in rework. Combining dependable execution with a clear outcome measure will help me contribute as both a coordinator and an emerging manager.

Areas for Improvement

One area I am committed to strengthening is my ability to turn complex analysis into concise, prioritized, decision-ready recommendations. I enjoy examining a problem from several angles and collecting enough evidence to understand the full context. That thoroughness is useful, but a professional audience often needs the main conclusion and the next decision before it needs every supporting detail.

I recognized this issue while reviewing my work on Bundesliga viewing data and sponsor rights at Tencent. My analysis covered the audience data and commercial context comprehensively, but the conclusion and priorities needed to be easier for a decision maker to identify. The experience helped me understand that analysis is only valuable when the reader can determine what to do next. A

detailed report can still be rigorous, but the decision, rationale, and most important evidence should appear before the appendix.

I began improving by organizing the Tencent intern workflow around three connected stages: match booking, broadcast execution, and post-match data analysis. Structuring the process helped me decide what information mattered at each stage and how the final analysis related to the operating work that produced it. I now apply the same discipline to business recommendations. For each project, I begin with one business question, identify the intended reader, define the decision that the work should support, and limit the final recommendation to three priorities.

During my first year at DESCENTE China, I plan to prepare a one-page insight memo each month using sales, inventory, consumer, or campaign information available within my role. Each memo will state the finding, supporting evidence, proposed action, risk, and measurement plan. I will then ask a manager or mentor to review it and explain what they believe the main recommendation is. I can measure progress through clearer reader recall, fewer revision rounds, and my ability to present the recommendation within a fixed time. I still want the analysis to be thorough, but the reader should not have to search for the decision.

Section III: Professional Relevance

Professional Insight

On August 3, 2026, I met with Chenghao Wang, my direct manager and mentor at DESCENTE China, to review my Individual Development Plan. His email had confirmed that we would discuss the progress of my Management Trainee rotations, what I had learned from retail and merchandise work, where I still needed experience, how I was using sales and inventory data, and the direction I wanted to pursue after the program. The conversation gave me three practical priorities.

First, I need to treat each rotation as a structured learning assignment rather than a sequence of tasks. Before entering a function, I should identify the decisions that team owns, the information it uses, and the handoffs that create delays or errors. A short weekly record of questions, decisions, and observations will help me compare functions and retain what matters when I move to the next rotation.

Second, retail and merchandise judgment must combine numbers with what happens on the floor. Sales and inventory data can show movement, gaps, and exceptions, but they do not explain every cause. Product presentation, consumer questions, store routines, timing, and local conditions provide the context. My role is to connect those signals and frame a focused business question before proposing action. I will begin with small analyses that the team can test and review.

Third, I should use the remaining rotations to prepare deliberately for placement after the program. Chenghao encouraged me to look for work that combines merchandise or retail insight with project coordination and decision support, while also identifying the gaps that would limit me in that role. I will ask for end-of-rotation feedback, document one contribution and one development need from each assignment, and track results where the team already has an approved measure. The meeting made my next step clearer: build operating knowledge first, use data to support a decision, and earn broader responsibility through dependable follow-through.

DESCENTE Individual Development Plan

The plan organizes my first eighteen months into three stages. During the first six months, I will build a foundation in product knowledge, store procedures, sales, merchandise, display, CRM, cashiering, and inventory. From months six through twelve, the emphasis shifts to sales conversion, cross-selling, member relationships, event review, and using data to identify an operating problem. The final stage focuses on understanding the full store operation, taking responsibility for a defined project, and preparing for a future direction in store management or brand marketing. The development method follows a 70/20/10 structure: most learning comes from supervised work across six retail functions, supported by regular coaching and formal training in standard operating practices. This framework

gives me a concrete way to review progress with my manager and mentor while connecting daily retail work to longer-term management goals.

B	C	D	E	F	G	H
迪桑特零售启迪生个人发展计划(IDP) 入职1个月内完成正式沟通						
销售技能、门店运营、数据复盘与跨部门协作。						
基本信息						
姓名	龚靖然		部门	迪桑特中国零售轮岗	岗位	校招生
代教	公司内部		导师	公司内部	入职时间	7/1/2026
个人亮点及优势				待提升/改进项		
学习和执行能力较强，英语沟通、数据分析及消费者洞察能力较好，善于复盘与解决问题。				零售经验较少，需要加强产品知识、销售技巧、SOP及店铺运营能力。同时提升现场应变、跨部门沟通和时间管理能力。		
1.5年内成长目标 (力求具象可量化，包含但不限于职业化水平、专业能力 / 核心能力等计划)						
0—6个月：零售基础学习期 熟悉门店陈列、品牌文化、产品知识及门店SOP、MSP，学习销售、货品、陈列、CRM、收银和库管等基础工作，能够独立完成日常岗位任务。 6—12个月：能力提升期 提升销售转化、连带销售和会员维护能力，参与门店活动及运营复盘，能够通过数据发现问题并提出改进建议。 12—18个月：综合发展期 全面理解门店运营逻辑，具备独立负责专项工作的能力，加强跨部门沟通与项目执行，为后续店铺管理或品牌市场方向定岗做好准备。						

Figure 2a. DESCENTE Individual Development Plan: strengths, priorities, and 18-month goals.

	A	B	C	D	E	F	G	H	
10	导师主导 与启迪生共创 启迪生负责记录	启迪生1.5年培养计划							
11		70 在岗实践	必修任务 说明：1. 轮岗店铺类型3选2，若所在城市无法满足，报备后可选其中1类。每个店铺至少工作6个月以上，具体轮岗时间节点可由区域自行安排。 2. 终端全链路职能学习包含：销售、货品管理、陈列、CRM、收银、库存						
12			1. 轮店计划 (请填写两个岗位计划)	第一阶段：零售轮岗 起始时间：7/1/2026	后续安排：根据培养进展确定				
13			2. 全链路职能学习计划	1.品牌与产品学习：系统学习品牌文化、商品系列、科技面料及产品卖点。 2.销售能力学习：掌握顾客需求判断、产品讲解、搭配推荐、异议处理及高端零售服务技巧。 3.商品与库存学习：学习到货、补货、调拨、盘点、库存查询、畅销滞销分析及基础陈列逻辑。 4.收银与售后学习：熟悉收银系统、优惠规则、开票、退换货及门店日常账务流程。 5.CRM学习：学习会员画像、消费记录与运动偏好分析，以及会员筛选、邀约、跟进和活动回访。 6.复盘与管理学习：学习销售数据、货品表现与客户活动效果复盘，理解人员分工、任务安排和日常运营管理。					
14			3. 其他（若有）						
15		20 辅导与反馈	导师：入职1个月内，每个季度进行一次正式反馈交流 带教：每个月进行一次正式反馈交流						
16		10 课堂学	本阶段建议的培训或书籍	SOP/WSP					

Figure 2b. DESCENTE 70/20/10 development model and retail learning plan.

Three Capabilities for Sport and Lifestyle Business

The work I want to do requires strong operational coordination, sound analysis, and clear communication with the people responsible for execution. My past roles have shown me that these skills are most useful when they support the same business decision.

At Fanatics, operational coordination meant managing time, merchandise, contributors, and process handoffs. At Fanatics China, seasonal product launches connected warehouse samples, shoot planning, models, key visuals, retouching, product-detail pages, and mini-program listing. Taking

responsibility for listing and documenting the process in an SOP taught me that execution depends on clear ownership and reliable follow-up. My current comprehensive rotation at DESCENTE China gives me a broader setting in which to understand retail and merchandise operations before I receive a permanent assignment.

At Tencent, I learned to use evidence to support a decision. At Tencent, I used Excel and SPSS to examine Bundesliga viewing data, sponsor-rights performance, and team workload. My reports on cycling consumers, Arc'teryx, Formula One market development, and World Cup sponsorship also developed my research discipline. My next step is to connect sales, inventory, consumer, and campaign data with concise recommendations. I will use a one-page monthly insight memo and limit each analysis to three priorities.

Clear communication kept that work moving. Broadcast work required communication with European event headquarters, advertisers, and production colleagues. Fanatics campaigns and launches required coordination with internal teams, platforms, models, creators, and event partners. These experiences taught me to adjust the level of detail to the person receiving the message and to confirm both the decision and the owner.

I want to become a manager who understands daily operations, uses data to identify the priority, and helps colleagues act on it. The next stage of my development is to practice these skills together during each DESCENTE rotation and ask for direct feedback on the result.

Tailored Cover Letter

June 2026

DESCENTE China Campus Recruitment Team

Re: Management Trainee Program, 2026 Cohort

Dear DESCENTE China Campus Recruitment Team:

I am applying for the DESCENTE China Management Trainee program. My graduate training in sport and entertainment management, together with experience in sports media, integrated marketing, retail, and merchandise launches, has prepared me to contribute in a rotational role while learning how the business works across departments.

At Fanatics China, I supported PSG and Mitchell & Ness campaigns, wrote 20 social posts across seasonal campaign periods, and helped deliver a Stephen Curry birthday activation that connected NBA Store fan resources across 38 cities. I also worked on the SP26 and SU26 merchandise launches, from sample requests and shoot planning to product detail pages and platform listing. I owned the Fanatics mini program listing process and documented it in an SOP, which taught me to manage handoffs and keep several contributors working toward the same deadline.

My earlier roles gave me a different view of the same business. At Tencent, I used Excel and SPSS to examine Bundesliga audience data, sponsor rights performance, and production workload while supporting live football broadcasts. At Salomon, I matched products to customer needs, summarized fitting feedback, supported display updates, and reconciled inventory differences. These experiences taught me to pair analysis with what customers and colleagues see on the floor.

DESCENTE's rotational structure fits the way I want to develop. I can contribute disciplined execution and clear communication now, while building stronger judgment in merchandise, retail operations, and business analysis. I would welcome the opportunity to discuss how my experience fits the Management Trainee program.

Sincerely,

Jingran Gong

gongjingran_cupes@163.com

Tailored Professional Résumé

JINGRAN GONG

gongjiingran_cupes@163.com

Professional Profile

2026 Master of Sport and Entertainment Management candidate with experience across sport media, integrated marketing, retail, licensed merchandise, and entrepreneurship. Builds cross-functional execution, data analysis, and stakeholder communication across content, commerce, events, and consumer-facing operations.

Professional Experience

DESCENTE China | Management Trainee (MT)

July 2026-Present

- Completing a comprehensive rotation before permanent department placement, with development focused on management, merchandise and retail decision-making, and cross-functional business operations.

Fanatics China | Integrated Marketing Intern

December 2025-March 2026

- Supported PSG and Mitchell & Ness campaigns, including the Hong Kong K11 PSG opening activation and Blaise Matuidi itinerary coordination; contributed to a Stephen Curry birthday activation connecting NBA Store fan resources across 38 cities.
- Planned and wrote 20 social posts for NBA Store and Mitchell & Ness accounts; coordinated Tmall and JD resource exchanges, creator shoots, livestreaming, and monthly analysis.
- Participated in SP26 and SU26 merchandise launches from samples and shoots through product-detail pages; owned mini-program listing and documented the process in an SOP.

Tencent | Sports Broadcasting Intern

September 2021-April 2022

- Supported live football broadcasts for the Bundesliga, UEFA Champions League, Chinese Super League, and Serie A, including signal booking, equipment tests, highlights, posters, and sponsor-rights checks; used Excel and SPSS to analyze Bundesliga audience data, sponsor-rights performance, and live-production workload.
- Wrote pre-match and tactical-analysis articles for All Football and documented an improved intern workflow from match booking through post-match analysis.

Salomon | Part-Time Retail Sales Associate

April 2024-July 2024

- Matched outdoor footwear to customer activities and usage needs; summarized fitting feedback to support sales decisions; supported display updates, new-product launches, daily inventory counts, discrepancy reconciliation, and replenishment rhythm.

Selected Leadership and Projects

Free Kick | Founder and Project Lead

October 2022-June 2024

- Led a four-person interdisciplinary entrepreneurship team for two years, managing team assignments, the business plan, and sponsorship outreach; selected as a National College Student Innovation and Entrepreneurship Training Program project and received a bronze award in the Beijing Challenge Cup.

Independent analyses: cycling consumer behavior; Arc'teryx brand strategy; Formula One market development; Hisense World Cup sponsorship marketing.

Education

University of South Carolina | Master of Sport and Entertainment Management (M.S.E.M.)

August 2024-August 2026 | GPA: 3.8/4.0

- Selected coursework: Quantitative Methods, Sport Finance, Sport Media, Sport and Entertainment Venue Management, Sport Psychology.

Capital University of Physical Education and Sports | B.M. in Sport Economics and Management

August 2020-May 2024 | GPA: 3.8/4.0

- Selected coursework: Statistics, Consumer Behavior, Sport Sponsorship and Advertising, Sport Event Market Development, Sport Agency Practice.
- Beijing Outstanding Undergraduate Thesis: Operations and Management of Public Sports Venues in Kunming.

Skills

Data: Excel (logic functions, lookup functions, pivot tables); SPSS (descriptive statistics, association and difference tests, t tests, ANOVA, chi-square). Tools: Microsoft Word, PowerPoint, Visio, XMind, Adobe Photoshop, Adobe Premiere Pro. Languages: Chinese (native); English (professional working proficiency).

LinkedIn Profile

Grace (Jingran) Gong

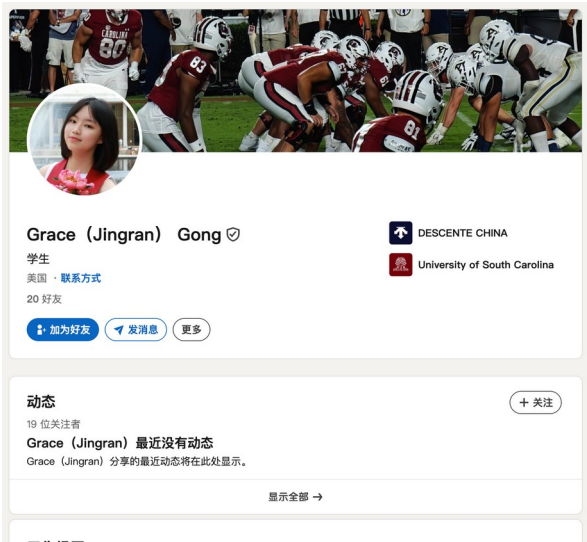


Figure 3a. LinkedIn profile overview.

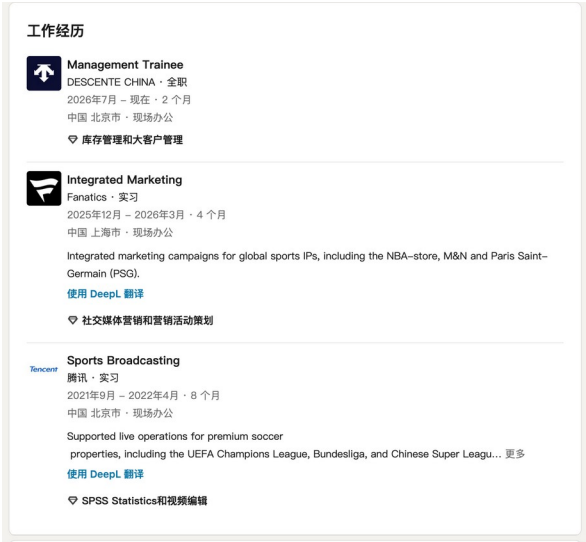


Figure 3b. Professional experience.

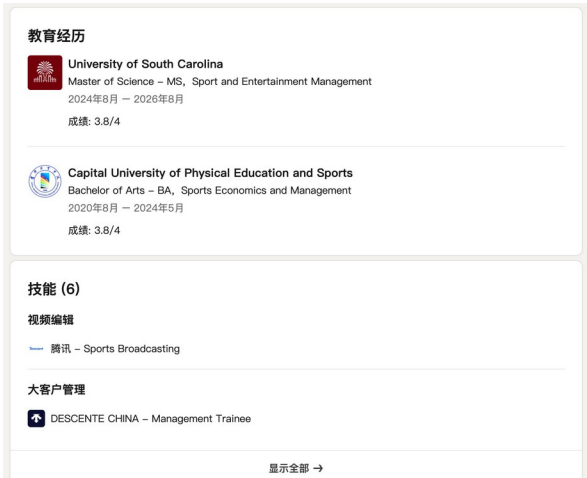


Figure 3c. Education and selected skills.

Section IV: Engaged Learning and Outreach

Three MSEM Resources

Three experiences broadened how I used the MSEM program beyond coursework. Each offered a different form of professional learning: exploring the HRSM community, supporting a live cultural event through a course, and observing a public festival from an event-management perspective. I intend to keep using these settings to practice communication, service, and operational awareness.

At the HRSM Beach Bash in Fall 2025, I moved among student-organization displays and learned what groups such as the Theme Park and Attractions Club and Women in Sport and Entertainment Management offered. The booths presented industry tours, guest speakers, professional-development activities, and peer communities across hospitality, retail, sport, and entertainment. The event helped me see campus involvement as a practical way to meet students outside my program and identify activities connected to my interests. In future semesters, I would review the organizations in advance, choose one or two relevant programs, and follow up while the information is still current.



Figure 4a. Theme Park and Attractions Club display.



Figure 4b. Women in Sport and Entertainment Management display.

Tasting Notes in Spring 2025 connected SPTE 560: Performing Arts Management and Leadership with a live event at the South Carolina State Museum. As a student volunteer, I supported guest check-in, reception, front-of-house activity, and general event operations. The work required clear communication, steady attention, and coordination with classmates, faculty, and event staff. It showed me how audience service and operational detail shape a cultural event long before a guest thinks about the management behind it. I can continue using this experience by applying the same arrival planning, role confirmation, and guest-centered communication to future events and brand activations.

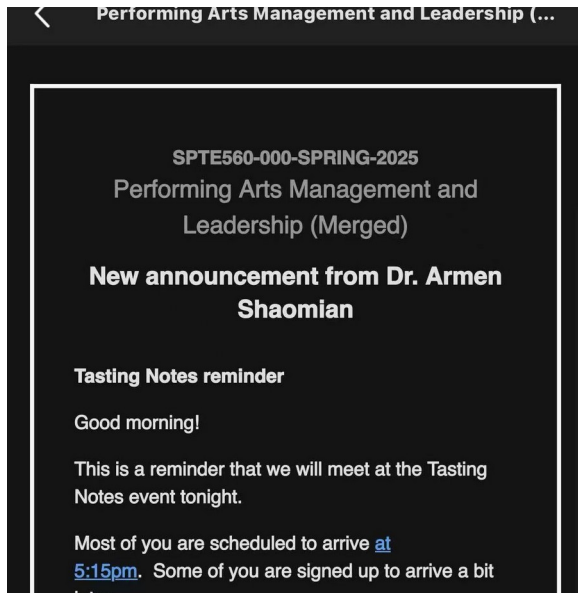


Figure 5a. SPTE 560 Tasting Notes course reminder.



Figure 5b. Tasting Notes at the South Carolina State Museum.

During the MSEM program, I attended the Greek Festival as an observer and participant. Cultural displays, food, music, crafts, and merchandise worked together to tell a consistent story while vendors and volunteers served a large public audience. Looking through an event-management lens, I paid attention to vendor presentation, crowd movement, visitor service, and the way cultural identity supported destination appeal and community participation. The festival gave me a useful reference point for evaluating authenticity and guest experience in public events. I would use the same observation method at future festivals: map the visitor journey, note operational strengths, and record one improvement that could make the experience clearer or more welcoming.



Figure 6a. Cultural apparel presentation at the Greek Festival.



Figure 6b. Festival merchandise and vendor operations.

Section V: Applying Core Concepts in a Professional Setting

Fanatics China is the organization used in this section. Fanatics Commerce designs, manufactures, and sells licensed consumer products through digital and physical channels (Fanatics, Inc., n.d.). The reflections draw on my integrated marketing and merchandise launch work in China.

Management and Leadership

At Fanatics China, seasonal launches required cross-functional coordination. During seasonal merchandise launches, the workflow connected warehouse sample requests, shoot planning, model coordination, key-visual approval, sample control, retouching, product-detail pages, and mini-program listing. My responsibility for the final listing step and its standard operating procedure showed why role clarity and repeatable handoffs matter. The shared deadline mattered more than any one team's answer. Managers had to make dependencies visible and give specialists room to contribute their expertise. A practical improvement would combine the SOP with a responsibility matrix, a shared asset tracker, and brief exception-based check-ins. The matrix would identify who completes, approves, and receives each item; the tracker would show status and deadline; and meetings would focus only on risks or decisions that require attention. That would keep accountability visible without adding routine reports. It would also make onboarding easier because a new contributor could see how a single task affects the complete launch sequence. I learned that dependable management gives specialists clear ownership and enough time to deliver with fewer avoidable revisions.

Venue and Event Management

The Hong Kong K11 Paris Saint-Germain opening activation and the Stephen Curry birthday campaign demonstrate how event operations support a licensed sport brand. My work included terminal-display planning, coordination of Blaise Matuidi's itinerary, and support for a fan activation that connected NBA Store resources across 38 cities. These activities required a clear run of show, accurate guest movement, asset readiness, communication with local teams, and a consistent brand experience across physical locations. The event work taught me that the public moment depends on many earlier handoffs. Guest schedules, product displays, approved content, local responsibilities, and escalation contacts should be confirmed before the public activation begins. A stronger process would use one critical-path tracker with the activity, owner, due time, risk, and contingency in the same view. A short pre-event briefing and post-event review would then capture changes and lessons. Fan experience should be assessed through authorized indicators such as attendance, participation, dwell time, traffic, or social response. That tracker would protect the guest and fan experience while local teams and partners coordinated their work.

Sport and Entertainment Law

Fanatics China's campaigns and product launches raise legal considerations involving contracts, intellectual property, likeness rights, confidentiality, privacy, and risk management. The business works with licensed teams, leagues, athletes, brands, products, images, models, creators, and platforms; Fanatics Commerce describes licensed consumer products and partnerships as central to its operating model (Fanatics, Inc., n.d.). In practice, every asset should have a clear owner, approved use, permitted channel, geographic scope, and usage period before publication. Product claims and pricing must also match the approved product information, while unreleased merchandise and personal data should remain protected. Event operations add questions about venue responsibilities, guest safety, insurance, and escalation. My role was operational rather than legal, but the workflow taught me that compliance must occur before an asset is posted or an event opens. A useful control would be a rights-and-approval register linked to the launch tracker. It could record the asset, source, permitted uses, approver, expiration date, and restrictions. This would reduce the risk of using an image or claim outside its authorized context while preserving an auditable decision trail.

Marketing and Fan Engagement

Fanatics China connected sport and lifestyle consumers through social media, e-commerce partners, livestreaming, retail activations, product launches, and fan communities. I supported PSG and Mitchell & Ness campaigns, wrote 20 posts for NBA Store and Mitchell & Ness accounts, coordinated Tmall and JD resource exchanges, assisted creator shoots, and contributed monthly analysis. I also supported a Stephen Curry birthday activation across 38 cities. The campaigns worked as an integrated program in which campaign moments such as Christmas, Chinese New Year, All-Star, athlete birthdays, and product drops become connected touchpoints rather than isolated posts. A shared customer journey would make the work easier to evaluate across channels. The scorecard should distinguish outputs, such as posts or events delivered, from outcomes, such as qualified engagement, traffic, product interest, conversion, and repeat behavior. Each campaign should begin with a defined audience and one primary objective, then use consistent tracking definitions across platforms. A short post-campaign review can explain which message, channel, or timing performed best and what should change. That review would make fan engagement easier to measure without flattening the creative idea behind each campaign moment.

Finance and Budgeting

Fanatics Commerce generates revenue through licensed consumer products sold through digital and physical channels (Fanatics, Inc., n.d.). At Fanatics China, campaign and launch resources included samples, shoots, models, key visuals, retouching, creator coordination, events, and platform

publishing. I did not own the budget, but my sample-management and listing responsibilities affected time, rework, and asset use. One practical choice is to reserve new photography for hero products and high-value campaign moments, then reuse approved assets when another shoot would add little value. This choice can reduce avoidable production cost and protect launch timing without lowering the quality of priority content. Financial control should begin with a simple plan that separates fixed commitments from variable campaign costs, assigns an owner, and compares planned with actual use. Performance should then connect cost with authorized indicators such as traffic, conversion, margin, sell-through, or inventory movement. My Salomon experience with inventory counts and discrepancy reconciliation also showed how operational accuracy protects financial performance. I learned to treat budgeting as a practical process for allocating, tracking, and evaluating limited resources, not simply approving a spend.

Section VI: Reflecting on Professional Experiences

Fanatics China: Integrated Marketing Internship

From December 2025 through March 2026, I worked as an integrated-marketing intern at Fanatics China. My responsibilities covered campaign execution, social content, livestreaming, creator coordination, monthly analysis, and the SP26 and SU26 merchandise-launch process. I supported PSG and Mitchell & Ness activities, including the Hong Kong K11 PSG opening and coordination of Blaise Matuidi's itinerary. I also contributed to a Stephen Curry birthday program that connected NBA Store fan resources across 38 cities.

On owned social channels, I planned and wrote 20 posts around Christmas, Chinese New Year, All-Star, and other campaign moments while coordinating resource exchanges with Tmall and JD. The product-launch work gave me a broader operational view: warehouse sample requests, shoot planning, model communication, key-visual confirmation, sample management, retouching, product-detail pages, and final platform listing. I took responsibility for Fanatics mini-program listings and documented the process in an SOP.

The internship showed me how integrated marketing links brand work with content, retail, e-commerce, and daily operations. Following the work through several handoffs prepared me for operational roles in sport and lifestyle brands, not only creative assignments. MSEM concepts in marketing, media, finance, venue management, and quantitative analysis provided useful lenses for evaluating the work. If repeating the internship, I would define success measures earlier and preserve authorized evidence of outcomes, not only outputs. That improvement would make campaign learning more specific and support stronger resource decisions.

DESCENTE China: Management Trainee Rotation

I joined DESCENTE China as a Management Trainee in July 2026 while completing the MSEM program. The early rotation and onboarding period introduced me to how a sport and lifestyle brand connects organizational culture, product knowledge, retail execution, merchandise decisions, consumer experience, and cross-functional communication. My responsibility has been to learn the operating system quickly, complete assigned work accurately, and use each rotation to understand how one function affects the others.

The rotation changed how I approach unfamiliar work. I now observe before recommending because front-line routines and consumer questions provide context that a report cannot capture. I also organize new information into a repeatable process, drawing on the SOP and launch tracking habits I developed at Fanatics. When I work with another function, I ask a focused question and confirm the expected result before moving ahead.

The rotation directly connects to MSEM coursework in management, finance, consumer behavior, quantitative methods, and sport marketing. It has also clarified my career direction. I am most interested in roles that combine merchandise or retail insight with project coordination and decision support. To prepare for that path, I will produce concise insight memos, request feedback, and track one measurable improvement for each project. If I repeated the first stage of the rotation, I would document key terms, stakeholders, and decisions from the first day so I could connect learning across departments more quickly.

Tasting Notes: Student Volunteer

Through SPTE 560: Performing Arts Management and Leadership, I served as a student volunteer at Tasting Notes at the South Carolina State Museum in Spring 2025. My assigned work included guest check-in, visitor reception, front-of-house support, and assistance with on-site operations. Before guests arrived, I confirmed where I needed to be and how my role fit the event schedule. During the event, I welcomed attendees, helped direct the arrival flow, answered basic questions, and stayed available when the event team needed support.

The experience made service quality concrete. A smooth check-in depended on accurate information, a calm greeting, and quick coordination when a question fell outside my role. Working beside classmates, faculty, and event staff also required me to listen carefully and adjust without interrupting the guest experience. I became more comfortable communicating in a live setting where timing and tone mattered as much as completing the task.

SPTE 560 gave me a framework for understanding what I observed: front-of-house operations connect audience expectations with the work of producers, venue staff, and community partners. The volunteer role strengthened my teamwork, customer service, and situational problem-solving while showing me how cultural events contribute to community engagement. If I supported a similar event again, I would review the run of show earlier, confirm an escalation contact for guest questions, and keep a short post-event note on recurring issues. Those steps would help me respond faster and give organizers more useful feedback.

References

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