

JINGRAN GONG

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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)	<i>July 2026-Present</i>
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	<i>December 2025-March 2026</i>
- 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	<i>September 2021-April 2022</i>
- 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	<i>April 2024-July 2024</i>
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	<i>October 2022-June 2024</i>
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.)	<i>August 2024-August 2026 GPA: 3.8/4.0</i>
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	<i>August 2020-May 2024 GPA: 3.8/4.0</i>
- 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).