

June 2026

DESCENTE China Campus Recruitment Team

Re: Management Trainee Program, 2026 Cohort

Dear DESCENTE China Campus Recruitment Team:

I am writing to express my interest in the DESCENTE China Management Trainee program. My graduate training in sport and entertainment management, combined with experience in sports media, integrated marketing, retail, and merchandise-launch coordination, has prepared me to contribute in a rotational environment while learning how people, products, consumers, and operating processes connect.

At Fanatics China, I supported PSG and Mitchell & Ness campaigns, produced 20 social posts across seasonal moments, and helped execute a Stephen Curry birthday activation connecting NBA Store fan resources across 38 cities. I also participated in SP26 and SU26 launches from sample requests and shoot planning through product-detail development and platform listing. Taking responsibility for Fanatics mini-program listings and documenting the workflow in an SOP strengthened my ability to manage handoffs, follow timelines, and communicate across creative, commercial, and operational contributors.

My earlier experience adds analytical and front-line perspective. At Tencent, I used Excel and SPSS to examine Bundesliga audience data, sponsor-rights performance, and team workload while supporting time-sensitive football broadcasts. In a Salomon retail role, I matched products to customer needs, summarized fitting feedback, supported merchandise displays, and reconciled inventory differences. Together, these experiences support the three capabilities I want to develop at DESCENTE: operational management, data-informed merchandise and retail decisions, and effective stakeholder communication.

DESCENTE China's public campus-recruitment message emphasizes structured development and the cultivation of future brand leaders. I would bring curiosity, disciplined execution, and a willingness to learn across functions. I would welcome the opportunity to discuss how my experience and growth priorities align with the Management Trainee program.

Sincerely,

Jingran Gong

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