Kaixin Cheng *'Xiaoming'*

Consumer insights · Market research · Mixed-method research

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☑ **Right to work: Dutch (EU) citizen: no visa or sponsorship needed in the EU/EEA**

Profile

- Mixed-method consumer insight researcher with 5+ years across survey, media and consumer research, leading projects independently from proposal and questionnaire design through fieldwork and analysis to client-ready reporting.
- Delivered a cross-national survey experiment end to end (999 respondents, 3 European markets), on time and within budget, with every quota cell filled.
- Early adopter of AI in research operations: deployed AI-assisted participant support in live fieldwork, cutting query response times from minutes to seconds while keeping drop-out low.

Core skills

Research: survey and experiment design (factorial, A/B and multivariate) · questionnaire and scale design · sampling, quota and screener design · concept and creative testing · expert interviews and focus groups · usability and pilot testing · segmentation and audience profiling

Analysis: SPSS · R · Python · Excel · regression and multilevel modelling · significance testing

Reporting: data storytelling · Tableau · PowerPoint (advanced) · executive, stakeholder and client presentations

Other research skills: Qualtrics · Prolific and online panels · GDPR in practice · MS 365 · AI LLM tools in research

Experience

Researcher of Consumer Insights

Oct 2020 – present

Erasmus University Rotterdam · Rotterdam, NL

- Designed and project-managed a cross-national factorial survey experiment end to end (999 respondents, 3 European markets): proposal, questionnaire design, sampling and quota planning, fieldwork, analysis and reporting.
- Set up AI-assisted respondent support grounded in project and platform documentation; query response times fell from minutes to seconds and drop-out stayed low.
- Ran factorial and between-subjects designs testing several content variants simultaneously, isolating how each feature shapes consumer trust and audience confidence.
- Conducted 20+ expert interviews with senior practitioners at the BBC, The Guardian, The New York Times and Meta; synthesised them into hypotheses and strategic implications for audience and product decisions.
- Monitored fieldwork KPIs daily (quota fill, drop-out, respondent quality); co-defined data-validation rules with the panel supplier, rejected weak completes and rebalanced quotas mid-field.
- Built a fully scripted, reproducible analysis pipeline (SPSS syntax, R, Python) processing 60+ variables: validation, cleaning, recoding, regression and significance testing.
- Owned the research budget and managed two external suppliers, from brief writing and quote comparison to scope negotiation and final sign-off; delivered against a fixed budget.
- Taught SPSS-based statistics to ±90 students a year across 4 BA courses (200+ students); piloted the university's in-house LLM tool in methods teaching with measurably better outcomes than the previous cohort.
- Supervised 15 internship placements with media and marketing companies; presented at industry partner sessions and international conferences.

Marketing Analyst

May 2018 – Jan 2019

Student.com · London, UK

- Analysed campaign and platform performance across 10+ multi-country marketing campaigns (Google Analytics, Instagram Insights), covering channel, creative and conversion reporting.
- Compared audience segments and creative approaches to guide targeting strategy and budget allocation across international markets.
- Turned analytics into concise, decision-ready reports for non-expert management; became the team's go-to analyst for targeting decisions.

Education

- **PhD, Media & Audience Research (Social Science)** · Erasmus University Rotterdam · finished, defence late 2026
- **MA Global Journalism (Distinction)** · University of Sheffield, UK · 2019
- **BA Russian Studies** · Shanghai International Studies University · 2017 · exchange year in Moscow

Languages: English C1-C2, full professional proficiency · Chinese native · Russian B2 · Dutch B1, actively improving