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EDUCATION

THE HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY

Hong Kong

Master of Science in International Management (expected Aug 2019)

Aug 2018 – Present

- Exchange at ESADE Spain (Aug - Dec 2018)

SUN YAT-SEN UNIVERSITY

Guangzhou, China

Bachelor of Management in Marketing

Aug 2015 – Jun 2018

- GPA: 3.6/4.0
- Led project of GOGO business center: managed 5 project members to implement in-depth interviews, develop quantitative analysis and propose strategies; increased customer flow by 20% (Mar-Jun 2016)
- Served as team leader of the 2016 J&J Future Business Leader Competition: led 6 teammates to accomplish analyses with PEST, SWOT and Porter's Five Forces Model, developed business plan and created video clip to advertise product; won the Gold Award (Mar-May 2016)

Bachelor of Arts in Internet and New Media

Aug 2013 – Jun 2017

- GPA: 3.9/4.0
- Awarded Scholarship for Outstanding Student (2013-2014 & 2015-2016)

EXPERIENCE

IPSOS

Guangzhou, China

Research Team Intern

Dec 2017 – Jun 2018

- Participated in commercial circle & consumer research projects for 5 commercial real estate clients
- Performed 5 desk researches on commercial circle, including characteristics and complement of shopping centers etc.; all research results adopted by As Re Manager in final report for clients
- Conducted 20+ competitive analyses to assess clients' competitiveness based on questionnaire data; identified different consumer demands for clients
- Critiqued 15+ case studies to identify best practices for benchmarking; proposed over 10 executable solutions for each well-known shopping center

STARCOM MEDIAVEST GROUP

Guangzhou, China

SMG is a world-renowned media communication agency and a part of PUBLICIS GROUPE

Big Data Marketing Intern (P&G Team)

Mar 2016 – Aug 2016

- Designed effective method to collect a large amount of media data from AQX independently; improved working efficiency by 20% and praised by media planning director
- Improved search tool based on analysis of relevant index and increased brand hits by 50%
- Compared and analyzed marketing effect of P&G with 15 product lines from 7 competitors and delivered relevant 7 researches in aspects of OOH, digital, SNS and TVC
- Contacted with 2 departments to ensure progress of campaign and participated in conference calls to report campaign progress to P&G

ADDITIONAL INFORMATION

- Languages: Mandarin (Native), Cantonese (Native), English (Fluent)
- Skills: MS Office, SPSS, PS, AE
- Head of Public Relation Dept. in SYSU Volunteer Union: managed team of 15 students to establish business cooperation with companies such as LION, Wudang Spring, etc.; organized over 10 charity activities with over 10,000 participants (2014 - 2015)
- Volunteered as teacher in rural Russia area to teach underprivileged children English (Aug 2014)