

Haoyue Zhou

SSE - MSc in International Business

Fudan - BA in Economics,

✉ 41309@student.hhs.se

☎ +46 790553113

🏠 [linkedin.com/in/zhou-haoyue/](https://www.linkedin.com/in/zhou-haoyue/)

☎ 15221284620



Education

- 2017-2019 **Stockholm School of Economics, Sweden | MSc in International Business**
2018-2019 Ivey Business School, Canada – CEMS | Master in International Management
2013-2017 **Fudan University, China | BA in Economics**
2016 Zurich University, Switzerland | Exchange Student



Internships

- 2018 **Proctor & Gambles (Guangzhou, China) | Brand Management Summer Intern**
2 months ✓ Leverage multiple information resources to refresh eCom landscape with zooming into FTZ business.
✓ Accomplish clear user segmentation and proposal on the corresponding communications strategy.
- 2018 **Intuition Research (Shanghai, China) | Consulting Intern**
3 months ✓ Intuition is a Boutique Consulting Firm focusing on Branding and Consumer Insight. The brands I have worked for includes Pepsi, Adidas, Swarovski, Reebok, Unilever, the Balvanie, etc.
✓ In charge of translating and designing research guide, branding and advertising plans and conducting marketing analyses
- 2018 **Dockstr (Stockholm, Sweden) | Marketing Intern**
1 month ✓ Dockstr is an e-commerce start-up and was turning its focus from building the platform to marketing and sales
✓ Drafting the company marketing and sales blueprint, assisting with other all kinds of company affairs
- 2016-2017 **Ogilvy (Shanghai, China) | Public Relations Intern**
6 months ✓ Following media shooting, managing media relationships, planning and supporting PR activities for luxury and Fashion brands including De Beers Jewellers, Swatch, Puma, Samsonite, Agoda, Shiseido, etc.
- 2016 **WuXi AppTec (Sanghai, China) | Lean Six Sigma Operation Intern**
3 months ✓ Using Lean Theory and the Six Sigma Theory to save costs and increase revenues among all departments and subsidiaries
✓ Daily maintenance of the company improvement platform and assisting internal operation training for over 200 trainees
- 2015 **Haworth (Shanghai, China) | Marketing Intern**
6 months ✓ Collecting and Analyzing Market Information of 15 product lines and over 100 products, building competitor database
✓ Refining Price Book and Sales Reports, visualizing and presenting sales data and analyses, assisting product developing



Projects

- 2018 **Immersion Trip | Uganda, Africa**
2 weeks ✓ Visit and learn about Uganda within aspects including business, economics, culture and nature.
✓ Visit different organizations including Coca-Cola Africa, DTB Bank, New Vision Group, Teen Pregnant Centre, Island Orphanage, Makerere University, Start-up incubator, Slum and so on.
- 2017 **Mapon (Riga, Latvia) | Internationalization Consulting Project**
2 weeks ✓ Designing and establishing an assessment tool customized to estimate which market Mapon should try entering. Sweden and Spain were test markets.
✓ The project was highly appreciated by the company and they are now using it to enter Swedish market.
- 2016 **IPSOS (Shanghai) | P&G Hair Product Project**
6 months ✓ Online Competitiveness Survey on 12 major hair product brands. The survey included a performance overview, 9 positive and negative product drivers, whether customers are willing to recommend, etc.
✓ Evaluation on the prospect of P&G's product relaunching. The evaluation included competitor information and reviews and comments online.



Campus Experience

- 2013-2017 **Fudan Art Troupe | General Director**
✓ Organizing art-related events
✓ In charge of internal finance, material, human resources
✓ Running Wechat and Weibo
✓ Chief Coordinator of 2017 Fudan Graduation Gala
- 2017-2018 SSE Ambassador | Team Central Europe
2017 Fudan Graduation Scholarship
2016 Fudan Outstanding Student Leader Award
2015 Fudan Outstanding Student Award



Skills

- 🌐 Fluent in English, Native in Mandarin
📄 GMAT 760 - Top 1% Worldwide

- 🎹 Piano Playing - Top certificate
🖨 High proficiency of MS office