# ZHANG, Lucky Mengqi 张梦琦

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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 Bocconi University, Italy (Aug - Jan 2018)

**NANJING NORMAL UNIVERSITY (Project 211)**                              Nanjing, China
*Bachelor of Arts in English Language and Literature (Bilingual in French)*        *Sep 2013 – Jun 2018*
- GPA: 3.7/5.0 (ranking: 2/17)
- Awarded Scholarship for Outstanding Students (2014 - 2017), Zhu Jingwen Scholarship (top award)
- Assumed President of Outgoing Global Internship (oGIP) Department at AIESEC, led a 10-people team to conduct customer management, solve crisis consulting and promote global internship programs through cooperation with local companies and national universities to hold product marketing campaigns
- Developed inter-school partnership for student entrepreneurship magazine "Echo in the Rain"
- Assumed managing role in Nanjing CAISAD Cultural Communication Company running PR business for local company, applied for start-up subsidy and office under help of Jingang Sci-Tech Incubator and took charge of talent recruitment and public relation maintenance

## EXPERIENCE

**ACCENTURE**                                                          Shanghai, China
*Management Consulting Intern*                                         *Jan 2018 – Jun 2018*
- Supported a Customer Journey Solution Project for a transnational pharmaceutical client to implement nation-wide customer management and sales growth solution
- Executed primary research on medical industry, including hemophilia, two-vote system, etc., drafted 10+ proposals and case credentials for global-leading life-science enterprises
- Performed data analysis to analyze millions of customer data to design, develop and modify Mobile Intelligence and Dashboard calculating and customer management systems through coordination with local vendors
- Contacted over 100 medical representatives for special-reason appeals collection to identify system bug, 50 Regional Managers to inspect project knowledge, and 6 Area Director Assistants for coaching

**NETEASE FILM**                                                         Online, China
*Entertainment Industry Research PTA on Web Fiction & Network Series*              *Dec 2017*
- Practiced research into 20 best-selling web fictions of 2017 on content features and readers' comments, summarized 2017 entertainment industry trend and completed an audience analysis
- Analyzed plot design and click rate of over 10 network series, studied basic information dimensions (broadcast platforms, IP adaption, etc.) and content dimensions (theme, protagonist characters, etc.)

**OGILVY & MATHER**                                                      Shanghai, China
*Advertising Customer Service Intern*                                    *Apr 2017 - Jul 2017*
- Delivered 8 primary researches and competitive analyses for Buick & Philips Team product launch campaign, including Buick Regal and Philips Avent
- Collected Final Artwork (FA) and data of over 100 advertisement spot locations nationwide for 2017 Buick Regal GS promotion and communicated between client and media company
- Facilitating Creative Director on designing creative advertising ideas for Philips Air Purifier new arrival

## ADDITIONAL INFORMATION

- Languages: Mandarin (Native), English (Fluent), French (Intermediate)
- GMAT: 730, IELTS: 7.5, TEM-8 (English Major Test), TFS-4 (French Major Test)
- Volunteered in rural China area to educate underprivileged children (Jul 2015)
- Volunteered as translator for Chinese network series "Evil Mind" (Season I), TED.com, etc.