

## 潘美燕

☆ 籍贯：广东.潮州 ☆ 民族：汉族 ☆ 出生年月：1991.07  
☆ 学历：硕士 ☆ 电话：15820238781 ☆ 电子邮箱：maypan668@163.com



### 教育背景

2014.09-2016.01 硕士 国际管理——巴斯大学（英国）  
2010.09-2014.06 学士 国际经济与贸易——广东外语外贸大学

### 工作实习

2016.01 至今 广东咏声动漫(新三板上市公司) 海外媒介专员

- 国际展会筹备：筹办香港国际影视展、法国戛纳电视节、莫斯科内容展等参展事宜，主要工作包括差旅行程安排、展前客户邀约、展中客户洽谈、展后客户跟进，推动双方合作关系的建立。
- 海外节目发行：1) 海外客户开发：通过邮件、电话等方式联系海外电视台及新媒体采购负责人，开拓媒体发行渠道和资源；与来自各个国家的海外客户进行商务谈判，促进交易的达成；  
2) 项目国际化包装：对节目英文配音及字幕进行审核，对节目相关资料进行英语翻译；  
3) 合同条款审核：对海外节目发行及项目合作合同条款进行审核及修改
- 英文口译笔译：1) 接待访问公司的海外客户，承担随行翻译的工作；  
2) 对公司的官网内容及其他文书资料进行英文翻译。
- 国际项目跟进：参与国际合作项目的商务洽谈，合同条款修订等工作。

2013.12-2014.03 环球市场集团商机开发中心 国际买家顾问，通过电话营销联系海外买家，说服买家接受我方的免费服务，为买家匹配供应商，并通过邮件、Skype 等方式进行沟通交流以维系客户关系，每天拨打有效电话约 60 个，业绩保持在本部门中的前三名，个人说服能力和营销技巧得到很大提高。

2013.10-2013.11 第 114 届广交会展位英语翻译和第十七届国际宠物展览会展位英语翻译，负责向海外客商介绍产品，与客户进行谈判议价，促进销售合同的签订。

### 校园活动

2015.01 参与学校组织的 Future Business Challenge，通过公司实地考察、讲座等形式了解企业如何增强其在当今国际环境中的韧性，在最后的竞赛中，我们团队凭借短剧表演这个新颖的展示形式在十支队伍中取得冠军。

2012.09-2013.07 担任班级学习委员，负责班上将近 50 名同学与学业有关的事务，如课程资料的整理与分发，授课老师通知的传达，协助老师与同学的沟通和互动。

2010.09-2011.06 学生社团“自强社”组织部成员，期间参与组织策划了规模为 100 多人的社员大会，社团五周年庆典等活动。

### 志愿活动

2014.10-2015.04 作为学校 V-Team 的一员，参加了各种志愿者活动，担任如慈善音乐节、基金募集、社区派对等规模达四五百人活动的工作人员，这些活动使我更好地融入当地社区群体，同时也增强了我的跨文化交际能力。

2014.11-2014.12 Holburne 博物馆接待员，负责展览门票销售，以及访客的问询，日均接待约 40 位参观者。

2012.10-2012.11 首届广州国际城市创新奖及广州国际城市创新大会暨世界大都市董事年会志愿者，期间负责迎接接待数百位国际贵宾和政府要员，在十几天的活动中凭借热忱细致的服务荣获“志愿者服务奖”。

2010.10-2011.05 学校“爱心宿舍”志愿者，定期走访约 100 间学生宿舍回收废品，所得资金用于贫困地区的助学活动。

### 荣誉证书

☆2013-2014：毕业班“三好学生” ☆2012-2013：“优秀学生综合奖学金三等奖”，“三好学生”  
☆2011-2012：“优秀学生综合奖学金三等奖”，“三好学生” ☆2010-2011：“学业优秀奖学金”，“学习积极分子”

### 语言能力

英语：流利（IELTS 7.5/9.0，六级 591/710） 粤语：流利 法语：基础会话 西班牙语：基础会话

### 实用技能

微软办公软件应用

# Meiyan PAN

Tel:+86 158-2023-8781      Email:maypan668@163.com      Gender: Female      Nationality: Chinese

## Education

**University of Bath, UK    MSc International Management** 2014-2015

**Modules:** Analyzing International Management    International Business Strategy  
Global Marketing    Cross Cultural Management    Project Management    Supply Management

**Guangdong University of Foreign Studies , China    Bachelor in International Economy and Trade** 2010-2014

**Modules:** International Trade, International Finance, International Settlement, Management, Accounting  
International Service Trade, International Business Negotiation, International Business Law

## Work & Internship

- ❖ **Winsing Animation, Overseas Media Specialist** 01/2016-present
  - ✧ TV&film market planning:Participating in international market such as International Filmart (HK), World Content Market Moscow and MIPCOM(France) for business development.
  - ✧ Content distribution:
    - 1)Liaisoning with acquisition people of overseas media through email and social network to explore new markets.
    - 2)Checking up content dubbing and preparing English translation for program scripts to ensure the material delivery.
    - 3)Reviewing program licensing contracts to make sure that all terms are legitimate and bias-free.
  - ✧ English translation:
    - 1)Acting as a receptionist and interpreter when receiving foreign visitors.
    - 2) Responsible for English translation of official website and other paperwork.
  - ✧ Overseas market research:Conducting overseas market research and submitting the report on a regular basis.
- ❖ **GlobalMarket Group ,Buyer Consultant** 12/2013-03/2014

Making cold calls and helping international buyers find the qualified suppliers, maintaining client relationships through Email and Skype, KPI remained at the top three level with the number of average valid calls reached at 60, and my selling skills and persuasive skills has been improved as well.
- ❖ **Canton Fair &China International Furniture Fair,Interpreter** 09/2013-10/2013

Introducing products to foreign customers, acting as an assistant to help the managers communicate and negotiate with foreign customers. Being exposed to the real business world, I got the chance to enhance my negotiation skills.

## On-Campus Activities

- ❖ **Future Business Challenge,University of Bath School of Management** 01/2015

Participating in a week-long business immersion week which consisted of guest lectures and company visits where we worked in teams to analyze what makes a business resilient. And our team won the first prize among the 10 groups at the final competition. The week enhanced my team working, presentation and analytical skills as well as my business acumen.
- ❖ Taking charge of study work of the whole class as a study Secretary of the Class. 09/2012-07/2013
- ❖ Covering class events for Youth League Committee of the school as a correspondent for the class. 09/2010-07/2011
- ❖ Planning and organizing member activities and various ceremonies which involved hundreds of people for the Self-Reliance Society. 09/2010-06/2011

## Voluntary Work

- ❖ **One-off volunteering ——Team Member** 10/2014-04/2015

Taking part in various voluntary jobs such as working as a receptionist for the Oxjam Music Festival that involved over 500 people, selling tea and coffee for fund rising, serving food to the community, which improve my communication

skills in the cross cultural context.

- ❖ **The Holburne Museum——Steward & Receptionist** 11/2014-12/2014  
Selling tickets for the museum exhibitions and answering inquiries at the information desk, which helped me uplift my interpersonal skills and communicating skills.
- ❖ **Guangzhou International Award for Urban Innovation, Receptionist** 10/2012-11/2012  
Receiving hundreds of international distinguished guests and governmental officials in Guangzhou Baiyun International Airport. Being engaged in this job helped me enhance my cross cultural communication skills, interpersonal skills and team working skills as well.
- ❖ **Loving Parcel Project , Fundraising Volunteer** 05/2011-06/2011  
Raising funds on streets for impoverished children, I developed my communication skills and persuasive skills by persuading passers-by to donate for our project.

### **Scholarships & Awards**

- ❖ Merit Student Award 2013-2014
- ❖ Integrated Third Class Scholarship & Merit Student Award 2012-2013
- ❖ Integrated Third Class Scholarship & Merit Student Award 2011-2012
- ❖ Academic Excellence Scholarship & Model Student of Academic Records 2010-2011

### **Language abilities**

- ❖ English: Fluent
- ❖ Mandarin: Native
- ❖ Cantonese: Fluent
- ❖ French: Basic
- ❖ Spanish: Basic