

Aluo Zeng

Grizedale College, Lancaster, Lancashire LA1 4YU | +12 123456789 | aaaa@lancaster.ac.uk

PROFILE

A second-year marketing student who thinks precisely and owns a long-term perspective. Deliberately chose interdisciplinary modules in economics, psychology, and entrepreneurship to maximise personal abilities. Utilised skills learned from these modules to aid work in internships.

EDUCATION

Lancaster University, Lancaster - BSc Marketing

Oct. 2019 - now

ECON224: Introduction to Economics for Managers (Ili):

- Understood key microeconomics concepts such as demand elasticity, externalities and competitive markets
- Learned how to evaluate the economic behaviour of enterprises from an analytical perspective.
- Achieved 83% on the coursework essay regarding analysing a firm's supply curves.

ENSI217: Personal Leadership Development (I)

- Investigated leader-member exchange theory & situational leadership theory and critically evaluated their synergistic effect in modern organisations.
- Developed a unique personal leadership style which facilitated teamwork performance and communication.
- Got an A grade on the coursework essay and B+ on the group work project.

MKTG206: Marketing Simulation (Ili):

- Managed a virtual company and competed against other firms on Markstrat.
- Used data analysis, appropriate decision-making skills and critical thinking abilities to increase market shares.
- Received the highest grades regarding team performance in Markstrat competition.

Lancaster University International Study Centre - RQF Level 3

Oct. 2018 - 2019

Core Mathematics **83%** | Introduction to Financial Accounting **85%** | Principles of Economics 1 **83%**

WORK EXPERIENCE

Zhongxin Gaoxin Certified Public Accountants Co., Ltd., Intern, Changsha

Mar. 2023 - now

Zhongxin Gaoxin Certified Public Accountants Co., Ltd. is an accounting firm established over 20 years.

- Responsible for executing marketing initiatives like writing and posting marketing articles on official subscription account to enlarge positive brand reputation.
- Increase diversity of brand image by planning public events, for example, held a Reading Salon on International Reading Day.

SKILLS & ACHIEVEMENTS

Languages: English (Professional proficiency); Mandarin (Native); Japanese (basic)

Video account management: Managing own Bilibili account with over 80,000 views.

Professional Software: Proficient with PS, PPT and Word. SPS

ADDITIONAL REFERENCES

If required, it is available