



## 何聪颖

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## 求职意向

丰富学生工作经验，高效独立工作能力，优秀的团队精神，欲求业务型产品经理职位。

## 教育背景

**2012 年 9 月至今**      **对外经济贸易大学 国际经济与贸易学院 专业：国际经济与贸易**

主要课程：微、宏观经济学，商务翻译、国际贸易实务，全球营销、跨国公司

## 实习经历

**2015 年 3 月至今**      **万博宣伟公共关系咨询公司**      **数字传播组实习生**

- 利用新媒体平台进行品牌与消费者分析工作，参与活动策划
- 负责媒体及意见领袖的沟通工作，入职以来成功为项目联络到多位意见领袖
- 撰写竞品分析报告以及月度总结报告
- 熟练使用 e-PO 财务系统，负责团队相关财务工作
- 负责其他团队支持工作，如订会议室等

## 课外经历

**强生 2014 年商业菁英挑战赛决赛第三名**

时间：2014.11-2014.12

职位：组长

- 带领整个队伍完成产品宣传海报制作和推广微文案撰写，从 114 只高校队伍中脱颖而出
- 考察市场情况、进行品牌与消费者分析，推出电商平台营销推广方案并成功举办模拟产品发布会

**AIESEC（国际经济学商学学生联合会）**

时间：2013.03-2013.12

职位：入境交流志愿方向项目负责人

- 线上线下市场调查，准确定位项目方向
- 企划自闭症儿童关爱项目方案，最终募集到 7 个国家和地区的志愿者加入
- 深入与合作方洽谈，有效解决项目收支不平衡问题

## 校学生会留学生联络合作部

时间：2012.09-2013.12

职位：干事、副部长

- 联系活动赞助商，保证部门资金流通顺利
- 改良校园活动形式，成功把名人访谈、游京城活动做出校园品牌
- 加强部门与留学生会的沟通，多次举办大型比赛活动，使得部门国际化形象深入人心

## 海外经历

### AIESEC 全球海外志愿者项目（尼泊尔）

时间：2014.08

- 和各个国家的志愿者组成志愿者团队为当地中小学工作
- 传播先进教学理念和中国文化，成为唯一一个接受当地电台采访的志愿者
- 运营领跑帮助计划，为学校募集到更多全球青年志愿者的关注和加入

## 技能

- 电脑：熟练掌握 Microsoft Office( Word, Excel, PowerPoint)、统计软件 Stata  
基本掌握 Photoshop
- 语言：英语（六级、熟练的听说读写能力）

## 自我评价

- 高执行力，独立思考能力强
- 做事有耐心，拥有强烈好奇心和发现问题、解决问题的能力
- 具有优秀的团队协作能力和高效独立完成任务的能力



### **Congying He**

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## CAREER OBJECTIVE

Independent mindset, curiosity and high level of motivation to take on, rich work experience of students' organization, and excellent teamwork skills. Apply for the Product Manager position.

## EDUCATION BACKGROUND

### **09.2012-Present                      University of International Business and Economics (UIBE), Beijing**

- Major: International Economics and Trade
- Main Course: Macroeconomics, Microeconomics, Business Translation, International Trade Practice, Global Marketing, Multinational Corporations.

## INTERNSHIP EXPERIENCE

### **03.2015-Present                      Webershandwick, Beijing                      Digital Intern**

- Support the digital marketing for the development of on-line communication activity.
- Develop e-KOL strategy which serves for monthly or seasonal campaign. Involved over 30 e-KOLs successfully.
- Write brand competitor report as well as monthly analysis report.
- Deal with related finance affairs with the e-PO system.
- Support the whole team, including book the meeting room.

## EXTRACURRICULAR EXPERIENCE

### **11.2014-12.2014                      Johnson&Johnson Business Elite Challenge Competition                      Finalist**

- Led the whole team finished propaganda and promotion copy of the target product, standing out from 114 teams
- Researched the target market, analyzed brand and consumer, ranked third with excellent marketing plan in the E-commerce platform and news conference.

### **03.2013-12.2013                      AESEC UIBE                      Team Leader**

- Researched the market and positioned successfully
- Developed cared program and involved 10 volunteers from 7 different countries and regions
- Solved financial problem

### **09.2012- 12.2013                      Students' Union of UIBE                      Vice Minister**

- Seek event sponsors and ensured capital flows
- Improved forms of campus activities and created influential activities
- Deepen contact with Foreign Students' Union and held activities together

## OVERSEAS EXPERIENCE

### **08.2014                      Global Volunteers Program (Nepal) of AIESEC**

- Co-operated with volunteers from different countries to work for a local school and turned out to be the only person who was interviewed by local broadcasting station
- Operated a project which aroused high attention about education in poor area

## SKILLS

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**IT Skills:** Proficient in Microsoft Office (Word/Excel/PowerPoint), Stata  
Basic in Photoshop

**Language:** English (CET-6, Fluent)

## SELF-EVALUATION

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- Independent mindset, curiosity and a willingness to solve problem
- High level of motivation to take on
- Excellent teamwork skill and pragmatic and organized approach to work