



何聪颖

手机号码: +86 15652603049

邮箱: 15652603049@163.com

地址: 北京市朝阳区惠新东街 10 号对外经济贸易大学虹远楼

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

Tel:+8615652603049

E-mail:15652603049@163.com

Address: Room7178, Hongyuan Building, University of International
Business and Economics No.10 Huixin Eastern street, Chaoyang
District, Beijing, China #100029

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

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

Language: English (CET-6, Fluent)

SELF-EVALUATION

- 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