

**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，欲求百度产品运营职位。

**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 operation 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