周岑漪

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# **教育背景**

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| **香港中文大学**  - 广告学硕士 | | **2014.9 – 2015.5** |
| - 主要课程：消费者行为与受众分析，广告专题研究：整合营销，实用广告撰稿，  创意作品：欣赏及策略，应用传播研究，客户企划与管理 | | |
| **中山大学，广州**  - 管理学学士学位GPA 3.74 /4 | **2010 – 2014** | |
| - 主要课程：市场营销，电子商务，消费者行为学，商务统计学，项目管理，概率统计 | | |
| - 中山大学优秀学生三等奖学金 | | **2011/2012/2013** |
| - 中山大学共青团优秀团干  - 中山大学课堂英语展示大赛三等奖 | | **2011**  **2011** |

# **实习经历**

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| **香港殿堂公关（公关实习生）** | | **2015.5-2015.6** | |
| - 负责客户包括恒隆地产、扎耶德未来能源奖、家宝素 | | | |
| - 协助策划并执行开业活动，进行网络推广及跟踪汇报 | | | |
| **信息时报（市场研究实习生）** | | | **2013.9- 2013.11** |
| - 协助进行网络用户满意度调查，利用spss进行数据统计与分析 | | | |
| - 负责进行网络用户增长情况汇报展示，独立制作ppt，撰写演讲稿 | | | |
| **中国移动（市场部实习生）** | **2012.5-2013.3** | | |
| - 负责校园内新产品推广活动策划 | | | |
| - 参与进行高校学生通讯服务使用调查，收集消费者需求 | | | |
| **云南广电传媒集团（广告部实习生）** | | | **2011.6-2011.8** |
| - 评估各类公司现有广告投放计划，并策划新广告投放方案 | | | |
| - 协助进行客户沟通和管理 | | | |

# **校园活动**

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| **联合国世界旅游组织旅游可持续发展指标检测** | | **2013.9** |
| **-** 独立对宏村商业分布情况进行统计，共收集450余份问卷 | | |
| - 积极参与了游客满意度调查 |  | |
| **广东自行车长途骑行旅游现状以及未来趋势探讨** | **2012 – 2013** | |
| **-** 中山大学本科生创新实践项目，由中山大学提供2000元项目资金支持 | | |
| - 担任队长，确立调研时间进度，撰写研究报告 | | |
| **中山大学亚德客寒假公益项目** | | **2012.2** |
| - 筹划并组织活动，为200余名孩童普及了安全知识 | | |
| **学生会实践部副部长** | | **2011-2012** |
| - 组织超过100名学生参观了珠三角地区著名企业，如中山香格里拉酒店、东方高尔夫等 | | |

# **技能**

**语言：**英文IELTS (6.5)；六级 (554)；粤语；普通话

**电脑：**MS Office word,powerpoint, excel, SPSS

Cenyi ZHOU

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# Education

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| --- | --- | --- | --- |
| **The Chinese University of Hong Kong**  - Master in advertising | **Sep, 2014-May, 2015** | | |
| - Expected Coursework: Account Planning and Advertising Management, Applied copy writing,  Consumer Behavior and Audience Analysis,IMC cases, | | | |
| **Sun Yat-sen University, China**  - Bachelor in Tourism Management(GPA 3.74 out of 4) | | **2010 -2014** | |
| - Relevant Coursework: Marketing, E-commerce, Business Statistics, Project Management,  Consumer Behaviour, Accounting, Probability and Statistics | | | |
| - Sun Yat-sen University Third Prize Scholarship for Excellent Students for three consecutive years | | | |
| - Outstanding League Cadre in Sun Yat-sun University  - The Third prize of English Courseware Design and Presentation Competition | | | **2011**  **2011** |

# **Internship Experiences**

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| **Public relationship intern DT Communication Asia Pacific** | | **May,2015-present** | | |
| - Responsible for Hanglung Group, ZFEP, Carbroso | | | | |
| - Assisted in event planning and execution  - Helped clients to do online promotion and clipping reports | | | | |
| **Marketing research intern Information Times** | | | **Sep, 2013-Nov, 2013** | |
| - Assisted with data collection and analysis of online website users’ satisfaction | | | | |
| - Delievered a presentation on the potential for growth of online users to senior dierctor | | | | |
| **MARKETING intern China Mobile** | **May, 2012-Mar, 2013** | | | |
| - Conducted market research on mobile communication in universities | | | | |
| - Planned school-wide marketing event and engaged in new product promotion | | | | |
| **ACCOUNT service Intern Yunnan Radio and Television Media Group** | | | | **Jun, 2011-Aug, 2011** |
| - Evaluated the existing media plans for different tpye of companies and put forward new plans | | | | |
| - Ongoing communication with mulituple advertisers and recommended cost saving strategies | | | | |

# COLLEGE ACTIVITIES

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| **UNWTO Sustainable tourism development monitoring project in Hong Village** | | **Sep,2013** |
| **-** Independently conducted research on village commercial development | | |
| - Actively participated in a research project on tousirsts satisfaction |  | |
| **A Study of Guangdong long-distance bike riding tourism and future trends** | **2012 -2013** | |
| **-** Student Innovation Training Project supported by SYSU which received 2000RMB research grant | | |
| - Led team of 5 members | | |
| **Sun Yat-sen University Yadeke Winter Charity** | | **Feb, 2012** |
| - Planned and organized this activity which helped 200+ kids to get safety knowledge | | |
| **Vice minister of practice department of Student Union** | | **2011-2012** |
| - Successfully organized 100+ students to visit tourism enterprise, including Shangri-La Hotel  Zhongshan, the Orient Golf & Country Club | | |

# **Skills**

**Language:** Mandarin(Native); Conversational in English and Cantonese

**Computer:** MS Office word, powerpoint, excel, SPSS