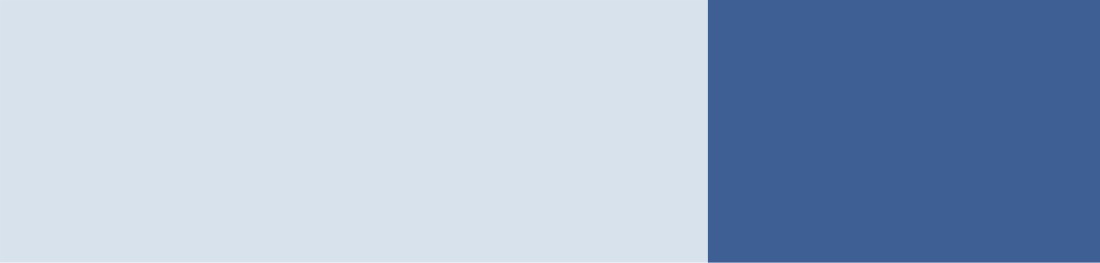
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|  | 陈 锦 明 |  | 21岁 |
|  | 13631126666 |
|  | jinmingv@gmail.com |
| 求职意向：电商行业相关岗位 |  | 广东 中山 |
| 管理培训生 |  |  |



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| **自我评价** |  |
|  | **专业能力**  3年商业营销相关专业的留学经历，金融、投资、会计、统计专业知识完善。  开阔的国际视野和跨文化沟通技巧，英语流利，能够清晰地公开表达观点。  把握网络流行趋势，关注热门焦点，从新鲜角度创新活动模式，打开产品市场。  市场敏感度强，细致分析市场及受众需求，从客户角度进行产品推广。  **性格品质**  学习能力强，乐于接受新知，对互联网行业有浓厚兴趣及一定的知识基础。  **兴趣爱好** 热爱生活，喜爱旅游、运动，交际圈广。 |
| **教育背景** |  |
| 2014.09-2015.5 | 西英格兰大学 商业管理与营销专业(Grade 2:1) 本科 |
| 2012.08-2014.01 | * 主修课程：公共关系学、战略管理、管理组织与个人改变、销售服务、全球营销管理、商业管理理论、企业行为学、经济学理论、商业会计与财务、商业统计学、商业法、市场营销原理与生产管理等。 * 在校期间，成绩优异，曾被西英格兰大学评为优等生并获得西英格兰大学奖学金。   新加坡管理发展学院 商业管理 (GPA:A) 高级大专 |
| **实习经历** |  |
| 2013.02-2013.04 | 外贸网络商家 销售员 |
|  | * 公司主营床上用品、洗发水的进出口贸易，负责跟进销售的整个流程，在各大网络平台上查找欧洲、印度地区内优质客户，向客户发送公司产品Email，得到很多客户的询盘和信息反馈。 * 利用TradeKey.com软件深入了解公司主要贸易的产品在eBay市场销售情况以及产品定位，进行市场规模、目标消费群等调研分析，挖掘利润点以及所占区域的市场份额，完成销售绩效评估报告。 * 帮助公司更新客户以及供应商资料库，库存信息，建立实时更新库存系统，提升销售效率。 |
| 暑假阶段 | 茶艺馆 服务生 |
|  | * 向顾客提供高品质的服务、快速的茶水供应、准确的收银并保持店内环境干净舒适。 * 确保所有工作流程的安全和卫生，以优质的服务满足顾客的文化体验。 |
| **学术活动** |  |
|  | 航空商业模拟课程   * 项目目的：分析飞机类型、食物种类、航线选择等变量搭配和运营策略直接能够提升公司收益。 * 项目职责：担任模拟公司的CEO，根据不同的情景设定调整公司的经营战略、成本管理、公司财务、营销战略、人员工作安排等，实现效益增长。 * 翻查对比了消费者对飞机票类型的需求以及发展趋势，调研产品的优劣势以及竞争对手的市场占有率，与团队2名外籍成员一起设计市场营销方案。 * 项目结论：最终从中端战略转向低端战略盈利了$3722707，广泛应用学到的管理经济学的知识，同时锻   炼了领导能力、团队合作能力、财务分析能力。 |
| **技能证书** |  |
|  | * 语言水平 优秀的商务英语水平，能够利用流利的英语与国外客户洽谈业务及邮件往来。 * 计算机水平 熟练使用Word、PowerPoint、Excel等Office办公软件，提高办公效率。 |

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|  | Jinming Chen |  | 21 |
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|  | jinmingv@gmail.com |
| Objective: Relevant positions in E-business |  | Guangdong Zhongshan |
| Management Trainee |  |  |



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| **Profile** |  |
|  | **Professional Ability**   * Three years’ oversea study for business marketing with profound knowledge of finance, investment, account and statistics. * Possess global outlook and cross-cultural communication skills. Fluent English speaker with excellent expression ability in public. * Master fashion trend of the network and focus on hot topics. Adept in innovating activity modes from special perspectives to market development * Sensitive to market fluctuation and prefer to promote production by meticulous analysis for marketing and clients’ demands.   **Quality**   * Obtain strong learning ability and enthusiasm to accept new knowledge. Passionate to internet industries along with good knowledge foundation.   **Hobbies**   * Love life, enjoy travelling and sports and own broad social circles. |
| **Education** |  |
| 2014.09-2015.5 | **University of west of England**  **BA (HONS) Business management with marketing (Grade 2:1)** |
|  | * Highly numerate course, accredited by the Association of marketing that has enabled me to develop: * Excellent working knowledge of business management packages, such as statistical, strategic management, financial calculation and so on * Strong ability to communicate with group of student in order to achieve high goal * Strong confidence to deal with all kinds of task, presentation, manage group with classmate and time planning |
| 2012.08-2014.01 | **Management Development Institute of Singapore**  **Advance diploma in business management (GPA:A)** |
|  | * Major academic courses highlight: marketing management, financial management, business economics, business law, organisational behaviour * Special course: Professional Certificate in English awarded by the MDIS which I developed communication skills. |
| **Internship Experience** |  |
| 2013.02-2013.04 | **On-line Merchants for Foreign Trade Salesman** |
|  | The company mainly concentrates on the import and export trade for bedding and shampoo   * Traced the whole sales procedure and exploited potential customers from Europe and India through network platform as well as received lots of inquiries by attaching product catalogue to customers by email. * Got to know the marketing situation and product positioning on eBay through TradeKey and mastered the profit point and market share to accomplish the assessment report of the sales performance according to the investigation and analysis for market scale and target consumers. * Established inventory system with real-time data updating to improve the sales efficiency. |
| Summer Vacation | **Tea House Waiter** |
|  | * Supplied high-quality service to the clients including rapid supplement for tea water, accurate calculation for bills and comfortable environment. * Satisfied the clients' cultural experience with high-quality service as well as kept security and hygienic during the whole working process. |
| **Academic Activities** |  |
|  | **The strategy simulation in Airline Industry**  **Objective:**   * Strived to adjust various matches between types of aircraft, food varieties and route selections with operation strategy to directly upgrade the companies' revenues.   **Responsibilities:**   * Worked as the CEO of the stimulation company to increase the whole benefits with regard to adjust the operation strategy, marketing strategy, personnel allocation and control the cost management according to the different circumstances. * Designed the marketing program with two foreign members based on the comparison to the requirement for ticket types and development trend as well as overall consideration for market occupancy of the competitors along with realization for strengths and weaknesses of our products.   **Conclusions:**   * Finally gained $3,722,707 and put the learned knowledge into practice with the strategic adjustment from mid-level to low level. Moreover, exercised leadership, team cooperation and financial analysis abilities. |
| **Skills & Certificates** |  |
|  | * image-6Excellent business English communication skills with the capacity to negotiate with foreign customers by emails. * Proficient in Microsoft Office software including Word, Excel, PowerPoint, etc. |

**陈锦明**

尊敬的HR经理：您好！

我是一名在英国留学商业管理与营销专业的本科生，除了西英格兰大学我还受教于新加坡各大学府，学习比较了深刻的两国教育文化，希望能将两国优秀的教育及管理文化进行融合带入到未来的工作中。我对自己的职业生涯进行了详细的规划，发现市场推广、产品运营、营销管理等方面是我最为喜欢的，这些正是互联网公司工作的重要组成部分，所以我认为市场部的岗位比较适合自己，可以让我的工作技能发挥的更好。

英国的商科课程是非常著名的，经过系统学习，学到的是对于企业产品的前期立项、诊断、规划、发展的整体管理能力。很多课程都是采取小组分工合作、调研、深入研讨等方式进行的。对于一个学生来讲，基本上没有直面过企业，即使是一些小的实习也不会了解到企业面临的种种问题。但是我们的课程，却让我必须在限定时间内去研究企业各种问题的处理方式，而且全部资料需要自己通过各种方式来查找，这不仅锻炼了自己用英语独立工作的能力，还实践了与各国留学生通力合作的工作模式。可以说在英国的留学生活是非常紧张和充实的，同时由于自己对这个学科的热爱，又可以说我是在快乐中度过的。

互联网市场要求准确把握产品价值核心，运营多平台渠道的宣传增加品牌活跃度，同时紧跟网络流行趋势，关注热门焦点，从新鲜角度创新活动模式，提升粉丝效应。我相信自己具备一定的学习能力，同时能够用敬业的态度去面对外来的工作。我坚信敬业可以创造工作上的奇迹，贵公司是学习型企业，我相信以我优质的学习能力、积极的工作能力、协调能力，可以带给公司优秀的工作业绩，真心希望公司的文化可以融入到我工作、生活中的点点滴滴，为周围的朋友们带去更多的正能量。

非常感谢您能在百忙之中阅读我的求职信。同时我也万分期待能够给我一个机会，来向您展示更多的我。

顺颂商祺！

陈锦明