

Name: XINGYUNRI

Phone: 138-8888-8888

Mailbox: 88888@163.com

Address: Haidian District, Beijing

Resume

**EDUCATION&QUALIFICATION**

**-Stockholm University**, Center of Cultural Policy Studies, M.A.Global Media and Communication (Oct. 2015— Oct.2016)

**-Communication University of China**, School of Literature and Journalism, Communication (Sept. 2011— Jun. 2015)

**-Core Curriculum**: Advertising Operation and Practice, Public Relations, Media Economics, Social Survey Methods

**-Honor**: Gained the National Endeavor Fellowship, Third Prize Scholarship and Excellent Student Leader, CUC

**INTERNSHIP EXPERIENCE**

**Operation Management Intern, Baidu, China 2014.7-2014.11**

* Redesign and expand the homepage: design the functions and copies (including the former user research)
* Organize annual conference and annual big project: combine the external resources and implement activities
* Introduce high-quality users from other websites and promote them to create more UGC
* Participate in the whole process of product launch: draft MRD-design-cooperate with RD&UE-test-promote
* Manage the campus teams: responsible for member recruitment, election, events organization in 18 teams

**Product Manager Intern, Sohu Changyou, Beijing, China Nov.2014—Jan.2015**

* Monitored overseas promotion of products including Dolphin Browser, analyzed and evaluate related data
* Assisted in product (MoboPick) daily operation, providing key stats, summaries and optimization strategies
* Assisted Product Manager in analyzing market demand and preference for new products

**CAMPUS EXPERIENCE**

**AIESEC BJTU (Customer Service Team Leader, Vice President, Global Volunteer Program), 2011.3 – 2013.1**

**Run Global Volunteer Program and Lead an Entity (AIESEC BJTU) as a team, 2012.1 - 2013.12**

* Leaded 3 schools’ teams, attained the goal of 90 volunteers in number and assured their experience in quality
* Increased the number of voluntary destination country to 24, which is 200% of before
* Expended the organization to 6 Beijing universities by organizing promotion, recruiting and interviewing new volunteers
* Leaded a 9 persons’ team and organized regional induction conference for 500 delegates in two and a half days

**ABILITY**

**Language:** Fluent in English CET6-597, IELTS 7, TOEIC 950, Member of the Big Bang Theory Fansub Group

**Skills:** Proficient in Adobe Photoshop, excellent writing skills,Second Prize of the National New Concept Composition D Contest and Designer Award of the BMW MINI National Design Competition.

**Hobbies:** Piano, ballet, guitar, photographing.

**Self-assessment:** Excellent communicator, team player and hard worker, self-motivated,curious and passionate.