

# Mengrong Xu

[The Chinese University of Hong Kong, Sha Tin, N.T. Hong Kong | E-mail: xumengrong95@163.com](#)

## EDUCATION

### **The Chinese University of Hong Kong**

Expected in May 2018

Master of Science, New Media

### **Nanjing University, School of Journalism and Communication**

June 2017

Bachelor of Arts, Advertising

GPA: 4.47/5

## WORK EXPERIENCE

### **Marketing Intern, Danone Nutricia Early Life Nutrition Nutrilon Innovation Team**

Shanghai, China

December 2016-March 2017

- Involved in Nutrilon Chinese Version 4 Years Birthday Party and Online Live Broadcasting Event. Assisted line manager to communicate with agency about the modification of communication materials, live broadcasting scripts, time slot, etc.; in charge of internal blessing video shooting and after-party memorized photos
- Helped with data researches for new product: conducted two internal qualitative tests, one (40 testees) focused on flavor of the new product, another (a 60-minute focus group interview) was about 2017 Nutrilon communication concept & artworks refinement, the final reports served as necessary references for new formula adjustment and the massive consumer research
- Others: participated in 2017 Nutrilon new formula registration by preparing needed materials and communicating with internal committee; made monthly market data report, competitor intelligence to provide references for formula design and marketing communication strategies development; cross functional communication with Finance about budget, etc.

### **Account Executive Intern, McCANN-Erickson SGM Works Chevrolet Team**

Shanghai, China

May-November 2016

- Participated in Trax MCM Launch Campaign, edited monthly and quarterly competitor reviews to represent the competition and trend in the segment camp to assist the product positioning and strategic communications
- Conducted case studies including ones of Renegade and New Encore to provide references for strategy development
- Monitored public opinion and updated creative reviews of Trax, Captiva & Lova RV

### **New Media and Strategy Intern, Jiangsu Broadcasting Corporation Educational Channel**

Nanjing, China

November-May 2016

- Independently operated the official WeChat account of a competition named Golden Microphone of Future, including copy writing, editing, data collecting and user management; determined user traits to help to create the communications plan
- Accomplished 180 posts in total; succeeded in making user volume increase from 0 to 10,000+, even reaching a record high of nearly 20,000 readers

## EXTRA EXPERIENCE

- Infographics and interactive magazine themed in Miyazaki Hayao's cartoons
- Television advertisements like Fujiya To Unique You and Kindle Serial Advertisements, mainly in charge of copy writing, scenario and photography

## Awards & Prizes

- 2014-2015, 2015-2016 People Scholarship Second Prize; 2016-2017 People Scholarship First Prize

## Skills

IELTS: Band 7 | Software: MS Office, Photoshop, Illustrator, Indesign



# 许梦蓉

地址：香港新界沙田区香港中文大学

邮箱：xumengrong95@163.com

技能：雅思 7 分 | MS Office, Photoshop, Illustrator, Indesign 等软件



## 教育背景

香港中文大学，新闻与传播学院，新媒体

在读

南京大学，新闻传播学院，广告学系

2017.06

专业 GPA：4.47/5 | 总均分：88.34/100

## 实习经历

市场部实习生，达能纽迪希亚生命早期营养品管理（上海）有限公司

中国·上海

2016.12-2017.03

- 活动支持：参与诺优能中国上市四周年生日纪念暨直播活动，跟进活动脚本修改、统筹物料和员工祝福视频拍摄等
- 新品市场数据预收集：在公司内部完成两次质化调研,包括内部产品口味测试(40 位被试者)、传播概念及美术创意焦点小组访谈(时长约 60 分钟)，调研报告为新产品配方调整和大规模消费者调研提供了重要参考；收集每月市场数据、完成相关竞品分析和案例研究，为产品市场传播策略发展提供支持
- 其他：整理 2017 新版诺优能配方注册材料；协助跟进每月预算收支和日常财务流程；参与新品文案修改；提供其他团队支持

客户主任实习生，麦肯光明广告有限公司上海分公司

中国·上海

2016.05-2016.11

- 参与创酷 MCM 上市，负责月度 and 季度案例分析，为团队提供 SSUV 市场竞争现状资料的支持和分析
- 独立完成多次案例研究，其中自由侠和新昂科拉上市传播的案例为创酷上市策略发展提供了有益借鉴
- 监测论坛舆论信息；及时更新创酷，科帕奇和乐风 RV 的创意回顾；根据甲方提供的市场数据完成相关图表的制作并进行分析；协助跟进平面和完稿修图等团队支持工作

新媒体实习生，江苏广播电视集团教育频道

中国·南京

2015.11-2016.05

- 运营《未来金话筒》大赛官方微信平台，日常工作包括文案写作，图片处理，图文编排，后台数据整理和分析以及粉丝管理；根据用户反馈和阅读数据对传播计划和内容进行调整
- 总计完成 180 余次推送；在无特殊推广的情况下，实习期间粉丝数从 0 增长至 10000 以上；最高阅读量达到 20000 以上

## 作品

- 中美电子商务数据比较信息图表，宫崎骏动画主题信息图表和交互式电子杂志
- 00 后生活方式报告（杂志形式）
- 影视广告：Kindle 系列广告、不二家棒棒糖广告等

## 荣誉与奖励

- 2014-2015、2016-2016 学年人民奖学金二等奖；2016-2017 学年人民奖学金一等奖