

Jennifer Wong

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A creative and curious individual who is able to work in a dynamic environment. I pride myself on my ability to adapt quickly, problem-solve and organise. With great communication, I am capable of working as part of a team, as well as individually.

Key skills

- **Team player** - experience in managing and cooperating in various team settings; operating as a group of 8-10 in catering, leading university group projects, and being a dedicated competitive dance team member.
- **Customer service** - experience in customer-facing roles, requiring to be fast working and highly effective in communicating with fellow colleagues and customers. Demonstrating excellent capability in working with different people and situations.
- **Written and spoken communication** - achieving First Class in academic essays and reports, which involve confidently presenting academic findings to students and lecturers. Ensuring to be clear and coherent. Actively communicating with work colleagues from a range of backgrounds and alternating between various languages.
- **Problem-solving** - the ability to provide immediate solutions to overcome problems with logical reasoning and attention to detail in university group projects and customer service roles.

Education

2019 - 2023

University East Anglia, Norwich

BA Business Management with a Year Abroad

- Projected First Class
- Coursework: Principles of Marketing, Digital Marketing and The Service Economy, Shopper Marketing, Strategic Brand Management, International Business

2021-2022

Hankuk University of Foreign Studies, South Korea (Study abroad)

- Achieved 4.0 GPA
- Coursework: Korean Media Industry, Understanding Korean Chaebol Enterprises
- Presentations: Marketing Management, New Product & Innovation Strategy, Principles of Business Management

2017 - 2019

Copleston Sixth Form, Ipswich

- *A-levels*: English Language (B), Business (B) and Psychology (B)

2013 - 2017

Copleston High School, Ipswich

- *GCSEs*: two A* (English Language and Literature), four As, two Bs, three Cs

Computing

Microsoft Office: Word, Excel & PowerPoint – Intermediate

Languages

English (Native), Cantonese Chinese (Conversational speaker), Korean (Basic)

Relevant Experience

September - January 2023

Management Consulting Project - University East Anglia

- **Marketing strategy;** analysed a CRM company's presence on Instagram, Twitter, LinkedIn and Facebook.
- **Competitor benchmarking;** - curated a table to identify key rivals such as market leader, Salesforce, and their competitive advantages.
- **Creative design;** created an improved mock-up website for the client, including important features such as a live chat box, free trial and price listing (drive website traffic and increase sales conversion).

September 2021- June 2022

Study Abroad - South Korea

- **Local collaboration;** presented a marketing plan for a Korean company as a group. Learned to listen and communicate with both Korean and International students, understanding cultural differences and being open to contrasting opinions, overcoming disagreements.
- **Research and analysis skills;** prepared a paper which analysed the external environment of the aviation industry and presented this to fellow class members and the professor.
- **Global marketing;** observed Korean marketing campaigns e.g. celebrity endorsements appealing to young teens/adults for industries such as beauty, fast food, mobile phone providers, etc.
- **Organisation;** meticulously prepared for my year abroad by sorting multiple documents, budgeting and time managing. Demonstrated initiative and determination throughout the process despite COVID-19.
- **Language exchange;** contributed to a GAT ('Give and Take') program. Rewarded with a Level 2 certificate for completing an Introductory Korean Course.

December 2017 – 2020

Chinese Food Takeaway, Ipswich – Front House Customer Service Assistant

- **Customer engagement;** direct responsibility in taking face-to-face/telephone orders, and assisted customers with specific attention to customer preferences and dietary requirements, whilst providing appropriate alternatives based on this.
- **Conflict resolution;** the ability to offer quick yet effective solutions when customers were not satisfied.
- **Interpersonal skills;** relayed queries, recommendations or complaints from customers to kitchen staff using Cantonese and English.
- **Efficiency;** worked diligently in a fast-paced environment as a team of 8+ people.

Volunteering

2017 – 2019

Anglo-Chinese Cultural Exchange, Ipswich – Performing Artist & staff

- **Professionalism;** annually performed/choreographed various acts for my local Chinese Community New Year showcases with 100+ attendees including important guests (Ipswich Mayor and MP).
- **Event assistant and management;** volunteered at Multicultural festivals and celebrations, helping in maintaining merchandise stalls. Also assisted backstage and organised rehearsals.

November 2021

Instagram Takeover Project - South Korea

- **Content creator;** edited my own images taken during my study abroad to create engaging Instagram Stories/Highlights on my University's Instagram page.
- **Engagement;** set up a Q&A session where I answered students' questions regarding my year abroad experience and provided relevant advice/opinion. Responded to queries through DMs and email.

Hobbies & Interests

I am a new UGC creator on Tiktok with 700+ followers and love creating content for a variety of niches including skincare, fashion, travel and lifestyle. I take a keen interest in food culture and aspire to open a cafe in the future. I am also a Hip Hop Competition Team member for UEA Dance Society and have performed in front of celebrities/influencers.

References and creative portfolio available upon request