SHURONG LI

Business Developer & Digital expert

☎ 0769283340
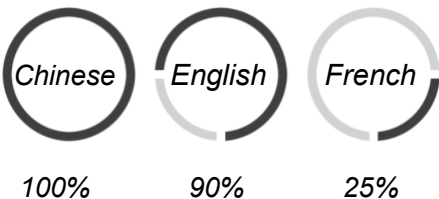
✉ lishurong416@gmail.com

📍 11 Rue Du 4 Septembre
   Paris
   75002

● Skill

Office Software	●●●●●●●○
Photoshop&AI	●●●●●●●○
WordPress&SEO	●●●●●●●○
Digital Strategy	●●●●●●○○
Management	●●●●●●○○
C++	●●●●●○○○
Java	●●●●○○○○
JavaScript	●●●●●●○○
MySQL	●●●●●○○○
Google Suites	●●●●○○○○
Illustrator	●●●○○○○○

● Language

Chinese	English	French
100%	90%	25%

● Personal Web

https://shurongli.github.io/shurongli/ShurongliCV.html

Available from April 2018

● Profile

A Digital native has both European digital marketing experience and Chinese digital marketing experience. One-year software engineer experience make me having a high sensitivity on digital world with a great interest.

● Education

Master of Management (Program Grande Ècole)   2016 - present

Strasbourg, France; EM Strasbourg Business School

Digital Strategy & International Business

Computer Science Engineering B.Eng.   2012 - 2016

Xiamen, China; Xiamen University of Technology(XMUT)

● Experience

Digital Marketing Assistant   *July 2017 – Sep 2017 (3 months)*

Ried Chauffeur Prive, Strasbourg, France

◉ Analyze market and design marketing strategy.

◉ Communicate with Chinese customers via WeChat

◉ A 10% increase in turnover three months later

Marketing Manager Assistant   *July 2016 – Sep 2016 (3 months)*

Shenzhen Newlight, Shenzhen, China

◉ Manage digital project via Alibaba platform, the Alibaba store's turnover is 20,000€ over the three months, rose 5%.

◉ Analyze European market and write the report.

◉ Customer relations management (CRM).

Software Programmer   *Aug 2015 - Aug 2016 (12 months)*

Xiamen Panport Intelligent Technology Co.,Ltd.; Fujian, China

◉ Designed part of Xiamen Airport Management System sold at (250,000€) utilizing Java, JavaScript, MySQL.

◉ Manage the project of Xiamen Airport Safety Management System.

◉ Communicate and confirm the project design with clients

◉ The system has been using in Xiamen airport from 2016.

Reward & Scholarship

◉ Scholarship of XMUT in 2013 and 2014

◉ Third Prize of the Innovation and Entrepreneurship Students Competition