



SHURONG LI

Business Developer & Digital expert

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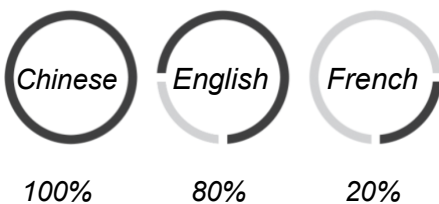
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11 Rue Du 4 Septembre
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75002

Skill

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

Language



Interests



Available from April 2018

Profile

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

Education

Master of Management (Program Grande École) 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