

MEIXUAN (Sylvia) WU

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SUMMARY

Experienced professional with a background in administration, logistics, sales, customer service, and event planning. Excellent attention to detail and a passion for creating exceptional user experiences. Fluent in English and Mandarin with strong communication skills and a global perspective. Seeking a challenging role where I can contribute my skills and thrive in a fast-paced, collaborative environment.

PROFESSIONAL EXPERIENCE (4+ Years)

Founder

Meixuan Education Consulting

Remote

May 2020 - Present

- Developed and executed overseas study product road maps, collaborating with cross-functional teams including sales, marketing, and operations.
- Worked closely with the development team to design and launch new product features, leading to increased customer satisfaction and revenue growth.

Sales Associate

APM Monaco

Bellevue, WA, United States

May 2023 - Present

- Provided exceptional customer service and product expertise to drive sales and enhanced the shopping experience.
- Actively engaged with customers, promoting and selling products while highlighting unique features and benefits.
- Contributed to stock management and accurate pricing for a seamless shopping environment.

Event Planner (Freelance)

STArt Film Studio

Seattle, WA, United States

Mar 2023 - Present

- Plan and coordinate movie screenings, ensuring all logistics are in place for successful events.
- Write engaging activity copy to promote movie screenings and other events.
- Design visually appealing activity posters to attract attendees.

Assistant of Dean & English Teacher

Taiyuan New Hope Bilingual School

Taiyuan, China

Aug. 2020 – Feb. 2022

- Conducted market research and focus group studies to develop a new curriculum that was rated as the Favorite Courses of the Year by 600+ students.
- Managed logistics for the English Department, including procurement, reimbursement, and business travel planning.

Intern, Customer Relationship Team

Haitong Securities

Taiyuan, China

Nov. 2019 - Mar. 2020

- Re-designed client database with 5000+ records in Excel by consolidating client information and filling in missing data, resulting in a 30% lift in client reach rate.
- Managed Haitong Securities' social media account by preparing creative marketing content and organizing online raffles, which increased followers by 150%.

Executive Assistant and Trip Planner

Shanxi Taimei Travel Agency

Taiyuan, China

May 2018 - Aug. 2018

- Designed cross-border travel solutions for over 10 private groups with personalized itineraries, activities, and local tour guides, receiving 5-star reviews in all planned trips.
- Coordinated with local teams to translate client needs, coordinate trip changes, and provide 24/7 customer support.

EDUCATION

Master of Science in Financial Risk Management

Merit Graduation (Top 30%)

University of Leicester, United Kingdom

Jan. 2020

Bachelor of Arts in Accounting

President of Hotel Management Society and English Learning Groups, serving 80+ members

Business College of Shanxi University, Shanxi, China

Jul. 2018

Named The Best Chairman of 2017 and Top 100 College Students

SKILLS

Specialties & Tools: Event Planning, Market Research, Office Logistics, Microsoft Office, Advanced Excel, CRM