

## Working Experience

- 36Kr Holdings Inc.** **Senior Project Manager** **Full-time**  
2017.05 – 2021.05  
**Helped global tech giants to connect with small businesses in China:**
  - Planned and executed online campaigns and offline events for clients.
  - Edit, publish and maintain marketing campaign mini sites for clients;
  - Set up internal SOPs for media projects to increase effectiveness.
  - Clients: Google, AWS, Twitter, Alibaba
- Ogilvy China** **E-Commerce Marketing Specialist** **Full-time**  
2016.04 – 2017.05  
**Responsible for Mercedes Benz e-commercial marketing activities:**
  - Strategy planning, content marketing, online advertising displaying, campaign execution, performance data analysis and optimization
  - Lead the special video project of Father's Day for client, including content creation, scriptwriting, video filming, and editing.
  - Coordinated sport events sponsorship for client.
  - Client: Mercedes-Benz
- MediaCom** **Social Media Planner** **Full-time**  
2015.4 – 2016.4  
**Social media strategy development, planning, buying and execution, account management, project management, and internal & external communication:**
  - Developed effective social media plans for clients, contributed proven efforts in the pitch of new clients,
  - Maintained stable relationships with major media platforms and vendors specialized in influencer resources.
  - Clients: Audi, Dell, Hanajirushi

## Education Background

- Fanshawe College** **2021.09 – 2023.04** **Diploma - Web Development & Internet Application (GPA 4.18 / 4.20)**
- Minzu University of China** **2011.09 – 2015.07** **Bachelor of Arts - Major in Journalism**

## Tech Stack & Tools

- Basic FrontEnd: HTML, CSS, JavaScript
- Content Management System: WordPress
- Framework/Library: React, Angular,
- BackEnd: MySQL, Firebase, PHP
- Service Provider: AWS, Github, Bitbucket
- Web Design: Adobe Photoshop, Adobe XD, Figma