

许梦倩

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教育背景

2016.9-2017.7 香港浸会大学 传媒管理专业 GPA: 3.57/4 硕士
主要课程: 传媒管理, 战略管理, 公司财务与管理, 公关写作, 中国传播学, 多媒体新闻, 新媒体
2012.9-2016.6 浙江工商大学 英语语言与文学专业 GPA: 3.81/4 学士
主要课程: 高级英语, 英美文学, 英语新闻报刊与阅读

实习经历

2017.3-至今 H12 (HK) 总部 公关部实习生
● 负责 H12 与铂涛集团合作的 lifestyle lab 事业部下酒店品牌的社交媒体运营, 包括 H12, Ameron, 铂涛菲诺三个微信公众号平台和一个新浪微博平台。
● 协助总监与公关公司对接, 负责修改新闻稿, 参与投资人发布会, 媒体见面会等活动的各项事务。
● 与铂涛合作, 策划营销方案, 负责文案, 编辑。
● 每月制作编辑公司 newsletter。
2015.7-2016.1 宝马 (中国) 东南区总部 销售部实习生
● 负责区域与上下级之间的沟通。完成与浙江、安徽超过 60 家 BMW 经销商的日常沟通, 传达北京总部的要求, 了解各经销商遇到的特殊问题并撰写报告提交上级。
● 收集数据并协助制定各区销售目标。每周向各区域经理收集经销商销售数据并制作周报上报总部。
● 参与返款项目的每个流程, 跟进 SAP 系统操作。每月协助专员分别针对国产车、进口车为每个小区策划不同的 BMW 营销活动, 向各家经销商收集活动资料与销售数据, 并审核。
2014.7-2014.8 杭州触通科技有限公司 市场部实习生
● “多练” APP 的线上推广活动策划。设计 APP 新用户营销方案 2 个, 每周设计并举办线上活动。
● 公众号文章撰写。在“多练”公众号发表雅思英语备考经验和多篇随笔心得。

校园经历

研究生期间: 2016.9-2016.12 个人新闻制作
● 独立拍摄沙田“国庆赛马日”图片新闻并撰写报道
● 独立采访“天桥流浪歌手”, 制作音频新闻并撰写报道
● 合作报道“深水埗明哥”, 参与制作 5 分钟新闻短片, 并撰写报道
本科期间: 2014.5-2015.6 莎士比亚戏剧社 社员
● 第一年作为剧务, 参与莎剧的幕后工作, 包括准备演员们的服装、道具, 负责灯光配合, 舞台配合, 参与校园莎剧艺术节的筹备与开展工作。
● 第二年参与筹备莎剧艺术节, 并出演了六月大戏《仲夏夜之梦》。

获奖情况

2016.5 全国“外研社杯”辩论赛英语组二等奖
2015.5 全国大学生英语竞赛二等奖
2013.5 浙江工商大学优秀学生综合三等奖学金

技能

语言: 英语专业八级 (含口语), 上海高级口译证书; 法语 (基本会话)
计算机: html, CSS, Java Script; Office 办公软件; Adobe Photoshop, Premiere, Illustrator

爱好

音乐与戏剧初级爱好者
慢跑, 参与 2017 香港渣打马拉松
最爱的球队是巴塞罗那

个人作品集: <https://xumengqian.github.io/>

XU Mengqian

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Education

09/2016-06/2017 **Hong Kong Baptist University** **Master of Social Science**

Major in: Media Management

GPA: 3.57/4.0

Main Courses: Media Management, New Media Workshop, Multimedia Journalism, Writing for Multimedia in PR

09/2012-06/2016 **Zhejiang Gongshang University** **Bachelor of Arts**

Major in: English Language and Literature

GPA: 3.81/4.0

Main Courses: Advanced English, English and American Literature, Newspapers in England and America

Training Experience

03/2017-To present **H12 (HK) Ltd.** **PR Intern**

- Operate the social media platforms for hotel brands under Lifestyle Lab, including Wechat and Weibo;
- Assist the PR Direct to cooperate with Mango PR Agency: revise the press release; communicate the daily tasks;
- Support the PR event: engage in series of work for Ameron Roadshow for investors and media in Beijing, Shanghai and Guangzhou;
- Propose the sales promotion for hotel properties: make the sales flyer; cooperate with OTAs and travel agencies;
- Edit the monthly newsletter for the company.

07/2015-01/2016 **BMW China Southeast Region** **Sales Intern**

- Communicated with the upper and the subordinate: Communicated with Beijing headquarter and transmitted to more than 60 dealers in Zhejiang& Anhui Province;
- Collected data and set the sales goals: Made weekly and monthly sales report for six areas in Southeast Region; Assist in setting the next-step sales plan for each area;
- Knew well the whole Reimbursement process and used SAP system to update data online.

07/2014-08/2014 **Hangzhou Chutong Technology Co., Ltd.** **Marketing Intern**

- Prepared online promotions for the APP Duolian: Designed two promotion plans for newly registered users; Designed and held online campaigns every week;
- Operated the Wechat Public Account as well as published some articles on it.

School Experience

09/2016-6/2017 **News Production**

- Individual photo news story: *Horse Racing on National Day*;
- Individual audio news story: *For Val, Musician Is the Best Profession in the World*;
- Cooperating video news story: *If You Keep Low-key, No One Knows What You Are Doing*

05/2014-06/2015 **Member of Shakespeare's Plays Association**

- Was the stage manager in the first year and prepared for the Campus Shakespeare's Plays Festival
- Participated in the Shakespeare's Plays Festival and starred in *A Midsummer Night's Dream*

Awards

05/2016 the Second Place in the FLTRP Cup National English Debating Competition

05/2015 the Second Place in Nation English Competition for College Students

05/2013 the Third Place Comprehensive Scholarship of Outstanding Students

Skills

Language: TEM-8, Certificate of Advanced Interpreter, French (Conversational)

Computer Skills: HTML, CSS, Java Script, Adobe Photoshop, Premiere, Illustrator, InDesign

Hobbies

Classic Music & Drama: Go to the concerts or theaters in Hong Kong at least three time every month

Jogging: Take part in Standard Chartered Hong Kong Marathon 2017

Watching Soccer Games: A great fan of Football Club Barcelona

Personal Portfolio: <https://xumengqian.github.io/>