

# XU Mengqian



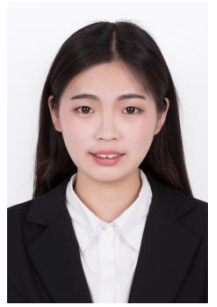
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## Education

09/2012-06/2016

Zhejiang Gongshang University

Bachelor of Arts

Major in: English Language and Literature Minor in: International Business and Trade GPA: 3.81/4.0

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

09/2016-06/2017

Hong Kong Baptist University

Master of Social Science

Major in: Media Management

GPA: 3.46/4.0

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

## Training Experience

07/2014-08/2014

Hangzhou Chutong Technology Co., Ltd.

Marketing Intern

“Duo Lian” is an APP designed for English learners and my job was to:

- ◆ Prepare online promotions for the APP Duolian: Designed two promotion plans for newly registered users; Designed and held online campaigns every week;
- ◆ Write essays for the Wechat Public Platform: Published IELTS and English learning experience articles;
- ◆ Teach English Online: Had more than 40 postings; Had more than 800 comments to answer students' questions; Taught more than 100 hours online.

07/2015-01/2016

BMW China Southeast Region

Sales Intern

My job was to:

- ◆ Collect data and make reports: Made weekly and monthly sales report for six areas in Southeast Region;
- ◆ Communicate with the upper and the subordinate: Communicated with Beijing headquarter and transmitted to more than 60 dealers in Zhejiang& Anhui Province;
- ◆ Know well the whole Reimbursement process and use SAP system to update data online.

03/2017-Till now

H12(HK)

PR Intern

My job was to:

- ◆ Operate the social media platforms for five hotel brands under Lifestyle Lab co-founded by Plateno Group and H12;
- ◆ Assist the PR Direct to cooperate with Mango PR Agency: revise the press release, engage in all kinds of work in roadshow events for investors and media;
- ◆ Cooperate with Plateno Group to design the sales package and implement it after communicating with the owners.

## School Experience

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

## 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

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