

Zhuowen (Maggie) Ding

Address: Room 601, Building No.8, No.1111 Lane, Yangqu Road, Baoshan District, Shanghai, China

Cell: 86-13816034329

Email: m15996302250@163.com

EDUCATION

School of Journalism and Communication, Nanjing University, Nanjing, China **Sep 2016-Present**

Bachelor of Arts Major in Advertising

GPA (4.0 Scale): 3.84, GPA (100 Scale): 91

Rank: Top 3 in department

Relevant Coursework: Advertising, Public Relations, Marketing, Probability Theory and Mathematical Statistics, Economics

University of Queensland, Queensland, Australia

Feb 2019-Jun 2019

Exchange student

Relevant Coursework: Multimedia, Media Strategies, Marketing Analysis

Scholarships & Awards:

First Grade Award, the 22nd Forum of Science & Arts, Nanjing University	Jun 2019
Second Prize of People's Scholarship (Top 20% in school)	Dec 2018
First Prize of People's Scholarship (Top 5% in school)	Dec 2017
Freshman Scholarship, Nanjing University (Top 5% in Shanghai)	Apr 2017

WORK EXPERIENCE

Shanghai Lixuan Advertising Co.Ltd. (Net-Show)

Jul 2019-Nov 2019

Intern, Account Team

Net-Show is a new creative company which provides integrated digital marketing plans for famous brands (e.g. GIVENCHY, AmericanAirlines, GODIVA, EASPORTS, etc)

- Worked on advertising media trend analysis, digital tracking, and social media marketing activities. Conducted data analysis to support business decisions.
- Assisted in research of competitors in food and beverage industry; identified and conducted analysis of model competitors' media strategies
- Developed media plans of products' promotion through teamwork with account team members, including consumer insight, campaign ideas and collection of channel information
- Implemented promotion strategy implementation through designing online topics for several social media (e.g. WeChat, Weibo, H5, etc), scheduling production of media content and conducting effect evaluation

RESEARCH EXPERIENCE

Market Research Report on Fitness First Club

Mar 2019-May 2019

- Conducted secondary research on basic background information of fitness and gym industry. Identified competitors and research motivation
- Constructed Qualtrics survey comprising best-worst task and metric conjoint task of consumers' brand preference and attribute preference for fitness in Australia
- Provided proposals for Fitness First Club's sustainable development in Australia

“XiaHai”: Media Discourse for the Construction of Legitimacy (1985-2018)

Apr 2019-Jun 2019

- Conducted content analysis and text analysis of the news report containing the word ‘XiaHai’ from the People's Daily in 1985-2018, combined with the social background to present the diachronic change of the usage of the expression ‘XiaHai’ in 1985-2018
- The reports gave legitimacy to the phenomenon of ‘Xiahai’ through using narratives about moral legitimacy and benefit legitimacy

‘Smart’ Coffee in China with ‘Healthy Urban Living’: A Marketing Research Report on Luckin Coffee

Sep 2018-Jan 2019

- Completed secondary research on coffee industry in China, identified and conducted analysis of Luckin Coffee's development trend and marketing strategies

- Conducted primary research (e.g. focus-group, in-depth interview, questionnaire survey, etc) combined with secondary research on Luckin Coffee's public relations in marketing
- Provided proposals for Luckin Coffee's marketing strategies focusing on keywords 'Internet Plus' and 'urban healthy living'

How Lawson Survive in Nanjing: A Marketing Research Report on Lawson's Nanjing Market

Mar 2018-Jun 2018

- Did secondary research on convenient stores industry, identified and conducted analysis of Lawson and its competitors' marketing strategies in Nanjing market
- Conducted questionnaire survey, focus groups and in-depth interviews on office workers and university students in Shanghai and Nanjing, combined with consumption theories, developed consumer insight
- Provided promotion proposals for Lawson's sustainable developing trend in Nanjing market based on consumer insight

Empirical Research on the Effect of Cooperative Learning Activities on University Students' Individual Integrated Learning Ability

Sep 2017-Jan 2018

- Conducted questionnaire survey based on existing rating scales and in-depth interviews among university students on factors (e.g. team members' motivation, interdependence, decision making process, etc) that can effect individual integrated learning ability (e.g. learning motivation, ability of information acquisition, logical sense, etc)
- Interpreted and analyzed quantitative data using SPSS and qualitative results, made conclusions about to which degree each factors can have effects on individual integrated learning ability respectively

Empirical Research on Public Communication in Science among University Students

Mar 2017-Jun 2017

- Conducted in-depth interviews with 5 representative university students to learn about their acceptance psychology for public communication in science on WeChat and individual media literacy
- Wrote the summary report focusing on communicating process and effects of public communication in science on WeChat under audience perspectives

EXTRACURRICULAR ACTIVITIES

Study Tour in Korea, School of Journalism and Communication, Nanjing University, China

Tour Member

Aug 5 2018- Aug 11 2018

- Visited several famous Korea advertising agencies (e.g. Samsung, Hanaro, LG, Innocean, etc)
- Published the feature focusing on 'In-house' character in Korea advertising industry on campus media
- Produced an e-magazine for the visit in Korea

BAL (Beyond Art Labels) social practice activity, Nanjing University, China

Jul 2017- Sep 2017

Team Member

- Assisted in doing secondary research and designing questionnaires before field research
- Wrote report focusing on the process and effect of communication between Shanghai art exhibitions' organizers and audience

Campus Media Letters Home, Nanjing University, China

Feb 2017- Jun 2018

Member, Manuscripts Department

- Wrote scripts for works on *Letters Home* Column on Dragonfly FM

Campus Media Xin Ji Zhe, Nanjing University, China

Oct 2016- Jun 2018

Member, Data Visualization Department

- Published several data-visualized works on campus media Xin Ji Zhe

Student Union, School of Journalism and Communication, Nanjing University, China

Member, Publicity Department

Sep 2016- Jun 2017

- Assisted in online and offline publicity work for several competition and activities on campus through teamwork with members in Publicity Department
- Implemented internal communication among staff members for several competition and activities on campus, assigned tasks to members accordingly, adjusted members' tasks according to emergencies and

wrote summary and report to responsible competition administrators

VOLUNTEER ACTIVITIES

Jin Mu Nan Feng Social Practice Activity, Nanjing University, China

Jul 2018-Sep 2018

Volunteer team member

- Assisted in online publicity work including designing team logo, posters and editing micro-videos
- Wrote report focusing on exploring in modes of short-time university students' voluntary teaching work based on team members' short-time voluntary teaching experience in Guangling County, Shanxi Province

AIESEC India Voluntary Project War Against Rape

Aug 2017- Sep 2017

Overseas Volunteer

- Gave lectures and organized free talks on topics of women's right in the university in Jaipur, India
- Received training in psychology, India law and India culture. Took part in group discussions with team members about India women's current situation and how to make changes to it

AIESEC Global Village Day

Nov 2016

Volunteer Coordinator for Vietnam

- Communicated with Vietnam volunteers in advance to coordinate activity process
- Assisted in cultural exhibition of Vietnam students on Global Village Day and made summary and report to administrators

ADDITIONAL

- Skill: Word (Proficient), Powerpoint (Proficient), Excel (Proficient), SPSS (Basic), Photoshop (Advanced), Premiere (Basic)
- Hobbies: Painting (Grand Prize in painting competition), Violin (Eighth level test), Singing, Swimming, Traveling
- Language: Mandarin (Native), English (Fluent), Japanese (Basic)