



# SHANSHAN HE

## EDUCATION

### LES ROCHES GLOBAL HOSPITALITY EDUCATION | 2020 – PRESENT

#### Master's in Hospitality Strategy and Digital Transformation

Crans-Montana, Switzerland

### BOSTON UNIVERSITY | 2017 – 2020

#### Bachelor of Science in Hotel Administration and Management

Boston, USA

- Concentration in Real Estate Development
- President of Hospitality Sales and Marketing Association International
- Dean's List Fall 2018, Fall 2019, Spring 2020
- Awarded Service Award 2020
- Ambassador of American Lodging Investment Summit 2020

## WORK EXPERIENCE

### RESEARCHER | GREENVIEW

Remote | July – October 2020

- Researched sustainability attributes and best practices related to hotel furniture and finishings that are sourced during design, construction, retrofits, and renovations.
- Researched and updated Global Policy Tracker of codes and regulations relating to hotels & sustainability.
- Communications support for raising online presence and content creation including company initiatives and products

### FREELANCE MARKETING CONSULTING

Remote | Client: Branch Patty | June 2019 – Present

- Offers digital marketing, web design and graphic design service for client.

### MARKETING INTERN | TALENTLAB

Padova, Italy | March – May 2019

- Designed and supported marketing campaigns.
- Modernized web pages and updated social media presence as part of comprehensive strategies to enhance customer engagement.

### REAL ESTATE DEVELOPMENT INTERN | CR LAND HOLDINGS

Nanning, China | May – July 2018

- Participated in a \$200 million real estate development project, during the housing demolition and planning process.
- Edited and reviewed design, construction, real estate sales/rentals, and management contracts daily.
- Collected evidence and communicated with contracted attorneys for company's lawsuits.

### HOST & RESERVATIONIST | MENTON – BARBARA LYNCH COLLECTIVE

Boston, USA | September 2017 – May 2018

- Sent daily analytical report to management team, forecasting daily revenue.
- Cultivated positive guest relations by managing information and orchestrating seating.
- Maintained highly loyal clientele by delivering unparalleled service at every stage of fine dining experience.

### GUEST RELATIONS INTERN | THE LANGHAM HOTELS & RESORTS

Boston, USA | November 2017 – March 2018

- Designed and supported marketing campaigns.
- Modernized web pages and updated social media presence as part of comprehensive strategies to enhance customer engagement.

## GET IN TOUCH

### Mobile:

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+1 (603) 275 7975 (US)

### Email:

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### Website:

www.shanshanhe.com

### LinkedIn:

www.linkedin.com/in/shanshanhe

## SKILLS

Project Management



Digital Marketing



Graphic Design



Web Design



Event Planning



Adobe Creative Cloud



Market Analysis



## PROJECTS

- Participated in National Geographic Photographer David Liittschwager's "One Cubic Foot" Project in French Polynesia and Solomon Islands
- Student Ambassador at Pontifical Academy of Science in Vatican City for Sustainability Education
- Senior Marketing Consulting Project: Hotel Commonwealth, Boston
- Hospitality Design Project: West Station, Boston

## LANGUAGES

- Mandarin – Fluent
- Cantonese – Fluent
- Italian – Conversational
- German – Beginner (Currently Studying)