

姜程熙

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教育经历 EDUCATION

南京大学 新闻传播学院	2016.9-Present
2016 级广告学 辅修社会学	
专业第一, GPA (5.0 Scale): 4.62	
曼彻斯特大学 人文学院社会学	2018.7-2019.2
公派交流 一等学位	
耶鲁大学 暑期学校	2019.7-2019.8
GPA (4.0 Scale): 4.0	
*大四申请季已结束, 收获 OFFER: 伦敦政治经济学院 MKT, 哥伦比亚大学 SIPA, 约翰霍普金斯 MKT 带 5.4 万美元奖学金, 杜克大学 MPP 等。	

奖学金&荣誉:

人民一等奖学金 (专业排名第一)	2018.11
南京大学优秀学生标兵 (院系 1 人)	2018.05
南京大学创业计划竞赛二等奖	2018.05
国家奖学金 (全国前 0.2%; 年级排名第一)	2017.11
南京大学优秀学生 (全校前 5%)	2017.10
南京大学优秀志愿者 (全校 2%; 志愿时长 140 小时)	2017.10

工作经历 WORK EXPERIENCE

新华社瞭望智库	2019.8-2019.11
数据部研究助理	
<ul style="list-style-type: none">协助碧桂园品牌策划项目, 参与碧桂园北京品牌部质性访谈、设计供应商调查问卷, 并与中国传媒大学研究人员一起完成碧桂园品牌转型策划前期报告, 获得品牌方采纳。参与撰写一带一路国企海外传播力研究报告, 运用八抓鱼、Python与Tableau、Excel进行数据抓取与可视化, 独立完成内参报告初稿。负责全新公众号“国传智库”新媒体运营及VI设计, 在职期间关注量突破500人。	
国际 NGO 组织 Learning Enterprises International	2017.9- 2018.9
中国区负责人	
<ul style="list-style-type: none">协调美国总部、美国项目领队、地方政府、地方小学。获得黑龙江省加格达奇地区教育局局长认可, 连续两年暑期带领30名中美志愿者深入中国乡镇进行支教, 为乡村超过600名孩子带来纯正的美式英语教学。有丰富的跨文化交流、领导及危机处理经验。在任期间支教项目反响热烈, 曾被加格达奇地方电视台、地方报纸采访报道。	
樊登读书上海黄豆网络科技有限公司	2017.8-2017.9
新媒体运营部实习生	
<ul style="list-style-type: none">协助微信公众号的平台运营, 结合每周数据进行内容营销, 优化文字内容与运营方式, 在职期间实现16%粉丝数量增长, 内容触及率提升35%。参与粉丝群的运营管理, 通过活动增强粉丝粘性, 提升社群活跃度。在节日期间策划节日营销, 付费用户转化率增长10%。	

课外活动 EXTRACURRICULAR ACTIVITIES

第二颗纽扣求职形象设计工作室（创业项目）

2017.12-2019.12

联合创始人&宣传负责人

- 全程参与创业思路的提出与落地，负责项目成员招募与团队内部建设。一年时间成功入驻南大产业园，并与阳光西装等大牌西装厂进行合作，短时间内形成西装定制、西装成衣、领带袖扣三条成熟的产品线。
- 设计校园内推广宣传方案，设计宣传物料并负责第二课纽扣公众号运营，在开店一年内吸引超过1000名顾客。设计并推出求职形象会员卡制度，短期内累计超过300位固定会员。
- 带领团队参与南京大学创业计划大赛，主要负责内容撰写与BP美化，获得大赛二等奖。

南京大学新闻传播学院学生会

2017.9-2018.1

外联部部长

- 与佳能负责人接洽，负责“佳能大篷车”南京大学体验项目，通过各类活动实现佳能品牌曝光，校内参与500人/次；作为主要负责人带领团队筹办南京“时尚先锋”高校模特大赛，参与人数超过1000人。
- 独立与南京新东方洽谈，征得5000元外联款项，用于迎新活动及南京大学夏至未至校园文化夜。

南京大学辩论队&新闻传播学院辩论队

2016.9-2018.12

训练营成员 院辩论队副队长

- 代表南京大学&南京大学新闻传播学院参与多场外赛；为院队成员提供每周培训；作为辩协人员，策划组织南京大学三场辩论比赛。
- 曾获校内辩论赛最佳辩手；最佳风度辩手。

校园官方媒体

2016.9- 2017.12

长期供稿人

- 南大青年（校园官方媒体）：发稿20余篇，另撰新闻通稿3篇，特稿1篇。
- 南大创意传播（广告系媒）：撰稿5篇，内容涵盖广告策划分析、奥美讲座记实、行业分析等。
- 南大家书（百万公众号）：为蜻蜓FM付费项目撰写稿件。

其他 ADDITIONAL

- 熟练使用：PS, AI, Final Cut Pro, SPSS, Microsoft Office, Python 爬虫(八爪鱼/Beautifulsoup)
- 其他志愿经历：南京大学红十字会博爱服务中心副主任、AISECA 童在暖流项目负责人
- 语言能力：英语流利，雅思 7.5（口语 7.5）；托福 106（口语 27）；Gre 332（全球前 10%）；六级 CET6:629
- 爱好：摄影,海报设计,烹饪,单人自由行(11 个国家), Lego-building
- 个人网站：<https://chengxixixixi.github.io/chengxixixixi/>

Chengxi(Carol)Jiang

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EDUCATION

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

Bachelor of Arts Major in Advertising, minor in Sociology

Rank: Top 1 in department, GPA (4.0 Scale): 4.0

Faculties of Humanities, The University of Manchester, UK **Sep 2018- Feb 2019**

First Class

Yale Summer Session, US **Jul 2019- Aug 2019**

GPA (4.0 Scale): 4.0

***LSE MKT, Columbia University SIPA, Duke University MPP, John Hopkins MKT(\$5.4w merit-based scholarship) offerholder**

Scholarships & Awards:

First-Class People's Scholarship	Nov.2018
Outstanding Student Award, Nanjing University	Jun.2018
Nanjing University Business Plan Competition Second Prize Winner	Mar.2018
National Scholarship Award	Nov.2017
Outstanding Volunteer Award, Nanjing University (Top 2 in department)	Oct .2017

WORK EXPERIENCE

Liaowang Institute, Xinhua News Agency, Beijing, China **Aug 2019- Nov 2019**

Intern

- Participated in discussion of constructing brand strategies for *Country Garden(BiGuiYuan)* to upgrade its brand identity and marketing strategy by conducting field research and questionnaire.
- Responsible for data acquisition from 14 state-owned enterprises, 3 social media platforms. Assisted data analysis and data visualization regarding the *Research on Communication Capability of Chinese State-owned Enterprise* with Python and Tableau.
- Wrote articles and news reports for the Wechat and other social media platforms. Set KPIs for campaigns and analyze data to track performance and adjust program strategy to meet goals. Differentiated social media content and generated social media response 5 times industry average.

Learning Enterprises International, Nanjing, China **Jun 2017-Jun 2018**

Country Coordinator

- Worked with overseas NGOs, US-based program director, local government authorities, and primary schools in remote regions. Initiated and developed teaching programs in China taught by American and Chinese English-teaching volunteers.
- Led a 30 people team to found Social Enterprise Program to explore sustainable business models for social enterprises. Gained hands-on experience in multicultural communication and emergency solving.

Shanghai HuangDou Network Technology, Shanghai, China **Aug 2017-Sep 2017**

Intern, Department of New Media Operation

- Created relevant, high-quality content for social channels, which resulted in 16% increase in fan base and 35% increase in content reach.
- Worked on weekly social media analytic reports in order to analyze campaign effectiveness and maximize results; made proposals to improve contents and presented analysis results to managers.

EXTRACURRICULAR ACTIVITIES

Zebra Personal Image Design Studio, Nanjing University, China

Dec 2018- Jul 2019

Co-founder & Director of Advertising

- Co-founded the company from start-up. Established core team, recruited team members, and designed activities to improve teamwork. Managed 12 people in three cross-functional areas.
- Responsible for business development strategy and marketing strategy. Led advertising activities and obtained 1000+ customers in one year.

Student Union, Nanjing University, China

Sep 2017- Jul 2018

Director, Public Relationship Department, Communication and Journalism School

- Organized large-scale seminars, forums, lectures, and workshops in Nanjing University; topics covering international affairs, case competition, innovation contest, entrepreneurship, model contests and so on. Attracted 3000+ participants in the activities.
- Established collaborative relationship with well-known corporations. Organized fund-raising events for student activities and successfully obtained sponsorship from five corporations.

Debating Association, Nanjing University, China

Sep 2016- Dec 2018

Vice Team Leader

- Recruited team members of school of journalism and communication. Provided weekly trainings for debating team members. Initiated and organized three debate competitions in Nanjing University.
- Led the team to win the Champion of Debate Competition. Received Awarded “The Best Debater” in the university-wide competition.

Nanjing University Official Website

Sep 2016-Jan 2017

Assistant Editor

- Conducted interviews, investigations, and research to write weekly articles for the news website of Nanjing University. Worked on digital marketing for through operating Wechat account, and increased fans by 56% in three months.

ADDITIONAL

- Proficient in SPSS, PS, AI, Final Cut Pro, Microsoft Office, Python(BaZhuaYu/beautifulsoup)
- Active volunteer leader: Vice Director of the Voluntary Activity Department, NJU Red Cross; Team Leader, Nursing for the Aged Program; Team Leader: MCWC(AISECA) long-term teaching program
- Hobbies: photographing, poster designing, Lego building, Chinese brush painting, cooking, traveling (to 11 countries, 3 continents)
- Check out my personal website: <https://chengxixixixi.github.io/chengxixixixi/>