

Fu Lian Doble · 宁福连

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Key skills

Copywriting · leadership · Time management · Adobe Illustrator · Event planning · Web design
· Public speaking · Teamwork · Collaboration · Web content writing · Marketing · Content
management systems · Graphic design · Premiere pro · HTML

Education

2019 - 2023 · University of Manchester
BA Hons Chinese Studies · 2.1 with Distinction in Spoken Chinese

2019 - 2019 · Beijing Normal University
Study China programme · Distinction

2018-2019 · Royal Northern College of Music
Certificate of Higher Education · Vocal Studies and Opera

2011-2018 · Ysgol John Bright

A Levels

RE: A Welsh Baccalaureate: Distinction
History: B English Language: B

GCSE

9 x A* - A

Experience

2023-2024

University of Manchester IT Services · Graduate Marketing and Comms Intern

Internal and external communications to an audience of more than 450 colleagues and a student population 40,250.

- Updating the IT Services website using T4 CMS.
- Writing articles and content for publishing on our internal channels.
- Creating weekly internal email newsletters using Spotler email marketing.
- Monitoring our public facing social media channels using Hootsuite.
- Creating digital assets using the Adobe suite (Illustrator, Premiere Pro, Lightroom etc) and uploading them to our digital screens using Xibo.
- Supporting and leading on student and staff facing projects and events such as Xerox printer rollout, IT amnesty kit week, IT Services social activities.
- External student communications through Spotler such as student leavers emails, pop-up support centre survey.
- Compiling monthly reports monitoring engagement metric, key highlights and current projects to track the effectiveness of our messaging.
- Reviewing and giving feedback on Sharepoint pages and sites in accordance with the University's style and brand guidelines.

2023 - 2023

Magic Sound • Community Partnerships Manager

- Researched and engaged partners who resonate with our target demographic
- Tailoring each offer when pitching to a potential partner to ensure that both sides can mutually benefit from a partnership
- Planned and created actionable publicity plans for upcoming events and updating superiors on progress.
- Created a Manchester Marketing and PR campaign with actionable goals and targets.
- Meet and visited promotional partners face to face as well as helped out ad-hoc at concerts and events

2022-2022

SALVE International • Website and Marketing Officer (SEI UoM internship)

- Updated the content and the layout of the website by writing copy, improving navigation and accessibility whilst researching layout and UE.
- Produced graphics using Canva and creating newsletters using Mailchimp.
- Problem solved and implemented solutions to solve constraints placed by Wordpress.

Volunteering

2021-Present

CACH-ALL • Webmaster

- Volunteered as webmaster to ensure regular updating of content on the new website.
- Provided a convenient way to collect international donations as well as a way for merchandise to be sold.
- Installed SSL certificate for safety and security.
- Protected content by having memberships login portal.
- Organised and facilitated the migration of the website to a new host.

2021-2023

Decolonise East Asian Studies • Founder

- Spearheaded a campaign working in collaboration with university staff and grassroots organisations to decolonise the curriculums of East Asian studies.
- Planned events and communicated with speakers, UoM and MCI.
- Delegated and distributed tasks among the team members.
- Managing the marketing such as publicizing events, scheduled social media posts using Buffer, creating Eventbrite links.

2020-2021

CACH-ALL • Website Intern

- Led the migration of material from the old Joomla website over to Wordpress whilst ensuring the website is modern, accessible and up to date.
- Mentored website interns and delegated tasks.
- Collaborated with social media interns to create new branding for the site.

Additional skills

- Confident public speaker with past experience speaking on topics such as adoption and East Asian awareness.
- ARSM diploma in voice and piano.
- Currently singing as Soprano 1 with Schola Apium.
- HSK 3 in Mandarin Chinese, passed Coursera's HSK 4 course with 99.30% and reached level 6 in final year of university. Currently working to pass HSK 5.
- Won Best Performance Award at the 2023 Chinese Bridge UK Regional Finals
- Hobbies include music, sewing (self-taught) and reading.
- Proficient using Microsoft Suite, Microsoft Sharepoint, Adobe programs such as Lightroom, Illustrator, Premiere Pro as well as Wordpress, Mailchimp, Hootsuite and Buffer.
- Experience using HTML to create websites