

Chen (Cheryl) Liu

Goal

Business/ Marketing/ Digital Marketing

Education

Babson College, school of business, Babson Park, MA

-Dean's List Fall 2016

Boston University, summer school

-Completed two courses: Introduction to Management & Introduction to Television

Dana Hall school, Wellesley, MA 2016 Graduate

-Dorm Proctor, Student Activity Club head.

Personal Experience

Bazzar Energy

PR Intern, July-September 2017

- Bazzar Energy focuses on large-scale event planning for both celebrities and individual business, and the company is affiliated with Harper's Bazaar.
- Helped with the setup of Annual Bazzar Celebrity Night and one charity auction event.
- Developed communication skills and skills in Microsoft Office.

Hexapus Offical Account

Marketer, May 2017- Present

- Hexapus is an organization dedicated in providing fun events and producing original articles to resonate with Chinese international students in Boston.
- My responsible is writing articles every week and deciding on marketing strategies.

GoZone, Babson Park, MA

Chief Advertising Officer, January-May 2017

- Worked with 17 members for this student-based business, which is an online platform to sell and deliver affordable necessities for students at Babson College.
- Focused on updating social media accounts and distributing flyers around campus.

Student Employer, Babson Park, MA November, 2016-Present

- Developed proficiency in making different types of coffee and sandwiches at Dunkin Donuts.
- Worked at the Media Service Department as a videographer and media technician.

AIC Education, Beijing, China

Event Planner/Promoter, July- August 2016

- Helped the company making flyers for a fundraising event, which raised over \$500 for the Heritage Academy in Ghana.
- Helped making event banner for Bridging Cultures, an event hosted by Columbia Global Center.
- Conducted many interviews with the newly graduated high school students to talk about their college applying processes, and these interview responses organized into documents.



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Interest & Skills

Skills:

Excel, Word

Adobe illustrator

FinalCut

Interests:

Travel, fashion, food, acrylic and watercolor drawing,

Activities:

Babson Graphic Design Club (BGDC)

BAPSA

Skiing and Swimming