

JIEXIN LIU

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EDUCATION

Babson College, School of Business | Babson Park, MA | May 2021

Candidate for Bachelor of Business

Areas of interest: Marketing, Entrepreneurship

Working Experience:

Scholar | Social Impact Scholars | NYU, NY | July 2017- Sept 2017

- Participated meetings 3 hrs./ week working with the client New Frontiers In Learning
- Came up with a detailed plan of creating partnerships with organizations and schools to increase the clientele base and presented it to the client
- Succeeded in helping the client reach out to Department of Education and partner with United Jewish Appeal

Sales Assistant | Weikang Vaccine Promotion Company | Xi'an, China | July 2015

- Visited 4-5 clients in different hospitals a day to promote company products
- Assisted salesmen and doctors to set up a workshop on baby health for would-be mothers
- Designed a plan to increase customer loyalty with the manager after the "Vaccine Scandal" in China

ACTICITIES

Vice President | Student Union of Gaoxin NO.1 High School, International Campus | Xi'an, Shaanxi | Oct 2015 – March 2016

- Trained and assigned proper tasks to 32 Student Union members to work collaboratively
- Initiated and organized New Arrivals Orientation and successfully helped 180 new students smoothly transit from middle to high school
- Led a team of 32 to maintain orderly study halls and supervise the school

Founder and Leader | Little Paw Stray Animal Protection Platform | Xi'an China | July 2016 – Oct 2016

- Coordinated a team of 3 to operate a Wechat subscription account to raise the public awareness of animal protection
- Effectively connected animal shelters with individuals interested in animal adoption
- Filmed a cartoon promotional video and attracted 821 followers within 24 hours

Founder and Team Leader | iBook Second-handed Books Trading Platform | Xi'an, China | April 2016 – Oct 2016

- Designed the for-profit model of the platform and publicized the platform through the Internet
- Delivered short speeches in 50 classes to 3000 students to promote the platform
- Circulated 136 second-handed books in Xi'an City through in-person delivery

Volunteering Teacher | Joybells, School & Orphanage | Joybells, India | June 2016 - July 2016

- Designed a classroom management system with set rules and incentives to enhance students' performance
- Prepared teaching materials for sixth grade English, tenth grade math and second grade Chinese
- Taught the children with well-prepared teaching system and materials including cards and games

ON-CAMPUS CLUB

Babson Player | Witness For The Prosecution Creative Team | Sept 2017 – Oct 2017