

范喆雯

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教育经历

上海交通大学

管理学学士, GPA: 3.86/4.3

中国, 上海

2014.9-2018.6

- 课程: 公共经济学, 定量研究方法, 微观经济学, 宏观经济学
- 荣誉与奖项: 上海交通大学本科生校级优秀奖学金; 上海交通大学“三好学生”

加州大学伯克利分校

交流项目, GPA: 3.85/4

美国, 加州

2016.8-2016.12

- 课程: 组织战略与设计, 比较政治经济学, 组织与社会机构

实习经历

华特迪士尼(中国)有限公司

市场部实习生

中国, 上海

2017.2 至今

- 协助进行企业品牌管理:
 - 关注迪士尼大中华区各大品牌的发展动态, 监督公司旗下所有品牌的合规使用
 - 更新迪士尼、漫威、星球大战三大品牌的资料 20 余次, 工作时长超过 100 个小时
- 组织企业品牌培训:
 - 组织公司内部品牌培训 4 次, 为新员工介绍迪士尼各大品牌的发展状况, 为数码团队及创意设计部门等相关团队进行品牌形象使用的专业培训
 - 组织大中华区外部培训 4 次, 为孩之宝、老凤祥、美国艺电公司等合作企业讲述本公司的发展历程和品牌价值, 以及不同品牌的设计与使用规则, 培训参与人数累计超过 300

中国人民政治协商会议上海市浦东新区委员会

提案委员会助理

中国, 上海

2017.1

- 就职于中国人民政治协商会议上海市浦东新区第六届委员会第一次会议大会提案组
- 在会议期间进行大会提案的登记:
 - 共收集大会提案 250 余份, 按照提案所涉及的内容对其进行分类整理
 - 选取各个类别中具有代表性的提案, 简述提案内容, 参与撰写提案总结报告
- 协助并参与浦东广播电视台的新闻采访, 与电视台记者就提案收集工作及提案简要内容进行沟通交流

世界公平贸易组织

传媒实习生

美国, 加州

2016.9-2017.3

- 从内部与外部两方面着手, 为多种现有的线上社交媒体渠道设计 8 大宣传战略
- 发布世界公平贸易的相关信息, 提升全球公众对于公平贸易的关注:
 - 与来自荷兰、德国、加拿大、纽约的国际实习生团队合作, 在网络媒体平台上发布 100 余条世界公平贸易的时事新闻与活动通告
 - 将 Twitter 粉丝数量从 31500 提升至 32600, Facebook 主页点赞数由 6 万升至 6.3 万
- 组织参与“Anti-Poverty Week”等线上活动, 推广组织成员及其产品, 活动涉及亚洲、非洲、欧洲、美洲的 60 余家公平贸易相关组织

范德芬(FindFun)网络科技有限公司

人力资源部总监

中国, 上海

2015.7-2016.3

- 负责公司将近 20 名员工的招募与评估
- 组织 10 余次线上及线下会议、3 次团队内建活动, 增强员工凝聚力
- 参与公司微信公众号的运营, 在产品上线后两天内, 使注册用户量突破 300

科研经历

浦东新区引进和建设创新型大学及科研机构的策略研究

中国, 上海

- 导师: 郭俊华 教授, 上海交通大学国际与公共事务学院 2016.6-2016.8
- 检索文献, 收集国内外知名园区资料逾万字并分类整理
 - 分析浦东创新体系的发展现状, 针对现存问题提出政策建议

流动儿童教育现状与生涯规划课程推广研究 中国, 上海
项目组长 2015.5-2015.7

- 与清华大学项目组合作, 制定并实施访谈计划, 撰写研究报告
- 走访了上海市 7 处非政府组织、教育机构及政府办公室, 进行深入访谈 10 个人次, 团队讨论超过 20 小时

城市化进程中的农村社区治理研究 中国, 上海
导师: 郑晓华 副教授, 上海交通大学国际与公共事务学院 2015.3-2016.3

- 与其他 4 位团队成员共同进行资料搜集、田野调查、现场访谈, 走访了上海市 3 个区县的 8 个社区、居委会、政府机构, 深入访谈 12 人次
- 团队讨论超过 40 小时, 形成超过 2 万字的调研报告和研究成果

社会组织托管公共服务设施的运作模式及成效研究 中国, 上海
导师: 徐家良 教授, 上海交通大学国际与公共事务学院 2014.10-2015.10

- 与其他 6 位成员共同进行田野调查, 走访了上海市 3 家非政府组织, 团队讨论超过 30 小时
- 参与撰写文献综述与访谈报告

学生工作与课外活动经历

GAPPER 国际义工旅行项目 尼泊尔, 博卡拉
国际义工 2016.7

- 在一家当地孤儿院帮助院长清理房间、制作晚餐
- 在妇女技能发展组织帮助当地妇女制作手工艺品

上海交通大学 120 周年校庆学生组委会 中国, 上海
人资组组长 2015.12-2016.4

- 负责上海交通大学 120 周年校庆系列活动的志愿者宣传招募、为期 5 天的面试、18 场培训与校庆三天的上岗情况调研
- 活动所涉及的志愿者涵盖全校本、硕、博学生, 跨 3 个校区, 规模超过 4000 人

上海交通大学青年志愿者服务总队 中国, 上海
人资部部长 2015.5-2016.5

- 负责全队近 200 名成员的招募与考评, 制定并组织针对队内成员及普通校内志愿者的 7 类培训项目
- 对总队所涉及的 12 个志愿者服务项目实施调研和分析, 综合活动领队与普通志愿者双方的反馈, 提出改进意见、提高项目质量

上海交通大学模拟联合国协会 中国, 上海
副会长 2015.5-2016.5

- 主管协会的宣传推广工作, 监督微信公众号的运营, 公众号平台最高单日关注量突破 150 人
- 以大会副秘书长的身份带领协会举办首届上海交通大学全国中学生模拟联合国大会

语言与技能

- **计算机:** Microsoft Office (熟练), SPSS (基础), Photoshop (基础)
- **语言:** 普通话 (母语), 英语 (CET-6: 632/710), 上海方言 (母语), 德语 (基础)

FAN ZHEWEN/TINA FAN

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EDUCATION

Shanghai Jiao Tong University

Shanghai, China

Bachelor of Management, GPA: 3.86/4.3

Sep.2014-Jun.2018

- Courses: Public Economics, Quantitative Research Methods, Microeconomics, Macroeconomics
- Honors and Awards: Shanghai Jiao Tong University Outstanding Scholarship for Undergraduates Merit Student of Shanghai Jiao Tong University

University of California, Berkeley

California, US

Exchange Program, GPA: 3.85/4

Aug.2016-Dec.2016

- Courses: Organizational Strategy and Design, Comparative Political Economy, Organizations and Social Institutions

INTERNSHIP EXPERIENCES

The Walt Disney Company (China) Ltd.

Shanghai, China

Marketing Intern

Feb.2017-Now

- Supported corporate brand management
 - Paid close attention to the development of major brands in Greater China; monitored the compliance use of company's all brands
 - Updated the brand information of Disney, Marvel and Star Wars more than 20 times; worked over 100 hours
- Organized corporate brand training
 - Organized internal brand training for 4 times; introduced to new employees the developing status of Disney's major brands; conducted professional trainings of brand image using for related teams such as digital team and creative design department
 - Organized external brand training for 4 times; told business partners, such as Hasbro, Lao Feng Xiang and Electronic Arts, about Disney's history, brand value and use rules of different brands; the number of participants in trainings has accumulated over 300

Chinese People's Political Consultative Conference Shanghai Pudong New Area Committee

Shanghai, China

Proposals Committee Assistant

Jan.2017

- Worked in the Proposals Group of the First Session of the Sixth CPPCC Shanghai Pudong New Area Committee
- Registered proposals during the Conference
 - Collected more than 250 proposals; classified proposals according to their contents
 - Selected representative proposals in each category, briefed their contents and helped with writing the proposal summary report
- Interviewed by PUDONG TV; communicated with television journalists on the collection and contents of the proposals

World Fair Trade Organization

California, US

Communications Intern

Sep.2016-Mar.2017

- Designed 8 major communication strategies for various WFTO's social media channels from internal and external aspects
- Developed posts on fair trade issues to attract global public attention to fair trade
 - Worked with an international team composed of interns from Netherlands, German, Canada and New York; posted more than 100 pieces of news and notices online
 - Increased Twitter followers from 31,500 to 32,600; increased likes from 60,000 to 63,000 on Facebook
- Organized and participated in online activities such as "Anti-Poverty Week"; promoted the members of WFTO and their products; the campaign involved more than 60 fair trade-related organizations in Asia, Africa, Europe and America

FINDFUN Network Technology co., LTD

Shanghai, China

Director of Human Resource

Jul.2015-Mar.2016

- Conducted the recruitment and evaluation of up to 20 people
- Organized more than 10 meetings and 3 team building activities to enhance staff cohesion
- Operated the WeChat Subscription of FINDFUN; the number of registered users exceeded 300 in 2 days after the launch of the product

RESEARCH EXPERIENCES

Introduction and Construction of Innovative Universities and Research Institutions in Pudong New Area

Shanghai, China

Advisor: Prof. Junhua Guo, *School of International and Public Affairs* Jun.2016-Aug.2016

- Searched for literature; collected and classified information of well-known scientific parks at home and abroad
- Analyzed the innovation system development status in Pudong New Area; put forward policy recommendations for existing issues

Migrant Children's Education and Career Planning Course Promotion Shanghai, China

Program Leader May.2015-Jul.2015

- Worked with a project group from Tsinghua University; scheduled and implemented interviews; wrote research report
- Visited 7 NGOs, educational institutions, government offices; interviewed for 10 times and team discussed for more than 20 hours

Rural community governance in the process of urbanization Shanghai, China

Advisor: Prof. Xiaohua Zheng, *School of International and Public Affairs* Mar.2015-Mar.2016

- Cooperated with other 4 students to conduct information gathering, field survey, field interviews; visited 8 communities, neighborhood committees, the government institutions in 3 districts; interviewed for 12 times
- Discussed in a team for more than 40 hours; wrote research report over 20,000 characters

Operating Mode and Effects of Public Facilities Managed by NGOs Shanghai, China

Advisor: Prof. Jialiang Xu, *School of International and Public Affairs* Oct.2014-Oct.2015

- Worked with other 6 members to conduct field interviews; visited 3 NGOs; discussed for more than 30 hours
- Wrote literature review, interview report

EXTRA-CURRICULUM ACTIVITIES

GAPPER International Voluntourism Pokhara, Nepal

Volunteer Jul.2016

- Helped with house cleaning and cooking in orphanage
- Assisted local women with handicrafts at Women's Skill Development Organization

Student Committee of the 120th anniversary of SJTU Shanghai, China

Director of Human Resource Dec.2015-Apr.2016

- Took charge of the whole recruitment process including a 5-day interview, 18 trainings and a 3-day investigation for volunteers during the celebration of the 120th anniversary of Shanghai Jiao Tong University
- Involved undergraduates and graduates of SJTU from 3 different campus; the total number of volunteers exceeded 4,000

Youth Volunteer Service Team, SJTU Shanghai, China

Human Resource Minister May.2015-May.2016

- Conducted the recruitment and evaluation for nearly 200 team members; designed 7 different training programs for team members and inter-school volunteers
- Implemented analysis for 12 volunteer programs; collected feedbacks from both program leaders and volunteers for improvement

Model United Nations Association, SJTU Shanghai, China

Vice President May.2015-May.2016

- Took charge of daily publicity work; the increase of the number of followers on WeChat Subscription exceeded 150 in a single day
- Led the association to hold the 1st SJTU National Model United Nations Conference as the deputy Secretary General

Others

- **Computer:** Microsoft Office (*Proficient*), SPSS (*Basic*), Photoshop (*Basic*)
- **Language:** Mandarin(*Native*), English(*CET-6:632/710*), Shanghai Dialect (*Native*), German(*Basic*)