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EDUCATION

Master of Commerce | University of Adelaide

Marketing, Feb 2017 – Dec 2018

- Specialised in studies of Marketing, including marketing management, strategic marketing, project management, understanding consumers, integrated marketing communications, international business and business-related courses such as quantitative methods, accounting concept and methods.
- Achieved an academic performance with GPA 6.188 out of 7.
- Completed Adelaide Engage – Work Experience Network (AEWEN) from 26th Nov to 14th Dec 2018. In 3 weeks, I worked with 5 other students with different educational and cultural backgrounds on a real-world consulting project for 4 Ways Fresh Produce (a wholesaler of fresh vegetables in SA), to offer the marketing plan about how to do online sales in 3 countries (Australia, Vietnam and China).

Bachelor of Medicine | Anhui University of Traditional Chinese Medicine

Internationally-oriented Nursing, Sep 2007 – June 2011

- Focused on studies of fundamental medical theories, nursing principles and nursing skills practice and nursing interns.
- Exchanged to Linnaeus University in Sweden as an exchange student studying Social Work (Aug 2010-Jan 2011).

Awards and Achievements

- Awarded “Adelaide Graduate Award” – the Award was awarded by university of Adelaide for my employability skills development through extra-curricular activities including marketing internship and multiple volunteer activities.
- Awarded “Champion Team Member” of Markstrat Marketing Competition of Strategic Marketing – the Award was awarded by university of Adelaide due to my best performance on Markstrat Marketing Competition by taking effective strategies and tactics about 4Ps throughout the period.

INDUSTRY EXPERIENCE

Marketing Intern | Australian Association of Mathematics Teachers, Adelaide, Australia

Nov 2018 – Feb 2019

Achievements:

- Built collaborative relationships with 5 mathematics associations in China within 3 months;
- Increased sales of AAMT Biennial Conference tickets from 2 Chinese mathematics associations.

Key Responsibilities:

- Promoted Mathematics Biennial Conference (2019);
- Facilitated China-Australia math communication through direct marketing and digital marketing;
- Assisted research work and administrative tasks.

Marketing Intern | Gold Foundation, Adelaide, Australia

Sep 2018 - Nov 2018

Achievement:

- Developed a comprehensive strategic marketing plan which proves helpful to the overall 2019-2020 strategic plan within 6 weeks.

INDUSTRY EXPERIENCE (Continued)

Key Responsibilities:

- Researched the market of Chinese families with Asperger's children living in South Australia;
- Created 1-year marketing strategies with detailed marketing communication tactics;
- Completed daily marketing tasks;
- Delivered the marketing plan.

Marketing Research Intern | Students Explore Australia, Adelaide, Australia May 2018 - Aug 2018

Achievements:

- Completed a survey with more than 100 participants individually within 1 month;
- Solved the business problem by completing the marketing research project individually within 4 months;
- Built a tailored marketing plan based on the results from the research.

Key Responsibilities:

- Created a survey on Qualtrics survey system;
- Collected more than 100 primary data from the target market;
- Analysed data through quantitative methods in SPSS software;
- Summarized research results in report;
- Designed a tailored marketing plan.

Senior Claims Specialist | ICBC-AXA Assurance Company, Shanghai, China July 2014 - July 2016

Achievements:

- Completed assessing high-end healthcare insurance claims originations;
- Mitigated the risks of insurance fraud and money laundry.

Key Responsibilities:

- Managed High-end Healthcare Insurance claims;
- Communicated with clients and network hospitals on claims cases;
- Liaised with staffs in other departments (e.g. Underwriting Department) on claims cases.

Claims Specialist | China Taping General Insurance Company, Shanghai, China Oct 2012 - May 2014

Achievements:

- Completed assessing accident insurance and healthcare insurance claims originations;
- Mitigated the risks of insurance fraud and money laundry.

Key Responsibilities:

- Managed accident insurance and healthcare insurance claims;
- Communicated with claim department in each branch of the company;
- Liaised with staffs in other departments (e.g. Underwriting Department) on claims cases.

Claims Specialist | MSH CHINA Health Insurance & Solutions, Shanghai, China June 2011 - Sep 2012

Achievements:

- Completed assessing high-end healthcare insurance claims originations;
- Mitigated the risks of insurance fraud and money laundry.

Key Responsibilities:

- Managed high-end healthcare insurance claims;
- Communicated with clients and direct-billing network hospitals on claims cases;
- Liaised with staffs in other departments (e.g. Customer Service Department) on claims cases.

SKILLS Summary

Language Skills

- English (Full professional proficiency)
- Chinese (Native proficiency in either Mandarin or Shanghainese)

Computer Software

- Strong technical proficiency in Microsoft Office suite/ PowerPoint/ Excel/ NVivo Software/ Qualtrics Survey Software/SPSS
- Familiar with using social media, e.g. Facebook, Instagram, LinkedIn, WeChat

WSET Lever 1 of Wine

- Achieved WSET Level 1 certification

COMMUNITY INVOLVEMENT / ACTIVITIES

Central Adelaide Regional Trade Showcase, Bilingual Translator, Australia China Business Council

22 November 2018

- Offered bilingual translation (English – Chinese) to a fresh citrus business in SA;
- Supported to build relationship SA businesses and Chinese business groups.

Adelaide Graduate Award Program, Student Ambassador, University of Adelaide

July 2018-Nov 2018

- Promoted the profile of the Adelaide Graduate Award and its benefits for employability to students;
- Supported in the events such as information sessions, education exhibitions and workshops;
- Shared own firsthand experience of participating in the Adelaide Graduate Award with students.

Student Life & Wellbeing, Event Assistant (Voluntary), University of Adelaide

July 2018-Nov 2018

- Supported a range of events across the campus;
- Provided advices and feedback about endorsing activities on focus groups.

Career Access Mentoring Program, Mentee, University of Adelaide

April 2018 – July, 2018

- Completed mentoring program to learn working skills and working culture in Australia from the experienced mentor, in order to improve my employability.

Referees

Name: Duncan Rayner

Company: The Australian Association of Mathematics Teachers

Position: Chief Executive Officer

Phone: 0449 256 244

Email Address: Drayner@aamt.edu.au

Name: Alex Zenios

Company: Gold Foundation

Position: Business & Marketing Manager

Phone: 0468 995 818

Email Address: marketing@goldfoundation.com.au

Name: Aaron Danicek

Company: Students Explore Australia

Position: Manager & Owner of Students Explore Australia

Phone: 0433 485 861

Email Address: aaron@studentsexploreaustralia.com.au