

Lotus (Wurong) Lu

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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 - present

Key Responsibilities:

- Developing marketing communication strategies to build the relationship between math educators in China and Australia;
- Promoting Mathematics Biennial Conference (2019) to math educators in China;
- Facilitating China-Australia math teacher program through direct marketing and digital marketing;
- Assisting research work and administrative tasks.

Marketing Intern | Gold Foundation, Adelaide, Australia

Sep 2018 - Nov 2018

Key Responsibilities:

- Researched the market (Chinese families with Asperger’s children living in South Australia) and addressed opportunities;
- Created one-year marketing strategies with detailed marketing communication tactics in different time phases;
- Completed daily marketing tasks;

- Delivered the marketing plan.

INDUSTRY EXPERIENCE (Continued)

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

Key Responsibilities:

- Created a survey on Qualtrics survey system in terms of international student thoughts on camping tours and consumption behaviours;
- Solved the problem of collecting more than 100 primary data from the target market via various solutions:
 - distributed the survey by my personal relationship with other international students one by one;
 - asked assistance from my marketing lecturers to send my survey to their enrolled students;
 - distributed to students' social clubs;
 - cooperated with an entrepreneur of Chinese food delivery business to distributed my survey to the entrepreneur's customers, with offering of cash reduction to each customer who respond to the survey.
- Analysed data through quantitative methods in SPSS software;
- Provided research results and a tailored marketing plan.

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

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

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

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

- Learned wine course in Wine Academy

- 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
- Communicated with both the SA business and Chinese business individuals or groups
- Delivered messages to both sides to support to build relationship with each other

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
- Participated in projects to support the growth and development of the Award program

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

July 2018-Nov 2018

- Supporting a range of events across the campus, to deliver the messages about Student Life & Wellbeing activities, campus services, mental consultation to the enrolled students;
- Provided advices and feedback about endorsing activities on focus groups

University of Adelaide Open Day Event, Volunteer, University of Adelaide

12th Aug 2018

- Assisted welcoming tasks in the welcome marquees;
- Solved the visitors' problems and questions.

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.

Undergraduate Research Conference, Assistant, University of Adelaide

27th July 2018

- Responsible for the registration work for the members who attended the Conference.

Referees

Name: Duncan Rayner
 Company: The Australian Association of Mathematics Teachers
 Position: Chief Executive Officer
 Phone: 0449 256 244
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Name: Alex Zenios
 Company: Gold Foundation
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Name: Aaron Danicek
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