

# CHENG LULU

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■ Address: New Asia College, School of Journalism and Communication, The Chinese University of Hong Kong, Shatin, Hong Kong

## EDUCATION

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- **The Chinese University of Hong Kong (CUHK)** **Hong Kong**  
**School of Journalism and Communication**  
**MSc. in New Media (09.2017-11.2018)**
  - Relevant Core Modules: *New Communication Technologies: Trends and Impacts, New Media Content Development, Applied Communication Research, Topical Studies in New Media I, Creative Technologies: Design and Management,*
- **University of International Business and Economics (UIBE)** **Beijing, China**  
**School of International Studies (SIS)**  
**BA in Business English (09.2013-07.2017)**
  - GPA: 88/100 (3.7/4.0)
  - Scholarship: Third-class Scholarship
  - Relevant Core Modules: *Web Page Design and Publishing(90), Introduction to Intercultural Communication(81), Principles of Economics(90), Principles of Marketing(92), Corporate Public Relation(91)*

## INTERNSHIP EXPERIENCES

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- **Product Operation Dept., Didichuxing** **Beijing**  
**Intern** **03.2017-06.2017**
  - Participated in the marketing plan and executive to satisfy the needs of goals from Driver or Customer growth team
  - Conducted researches on the reason for the leaving of inactive users, try to optimize the product for new users
  - Did the A/B tests for message push to improve the possibility of user participations
  - Created contents for campaigns and daily marketing and operation activities
- **Marketing Dept., car2go of Daimler** **Beijing**  
**Intern** **01.2016-06.2016**
  - Participated in the marketing plan with innovative ideas and executed marketing projects to attract potential customers for registration
  - Designed and operated the official website for car2go project
  - Wrote articles and released them on WeChat Account and attracted over 20,000 fans within one month
  - Assisted marketing manager in market researches
  - Communicated with other departments for cross-departmental support
- **Can Advertising Communication Co., Ltd.** **Beijing**  
**Account Executive Intern** **08.2015-11.2015**

- Maintained content and data of Mercedes-Benz's official website in its integrated marketing project
  - Communicated with Party A for traffic data mining and model contents
  - Wrote monthly reports of eMB China by Omniture to reflect changes of web traffic
  - Translated and updated information about Mercedes-Benz ARENA and latest car models
- **Beijing Idea Aggregation Technology Co., Ltd.** **Beijing**  
**Operation Assistant** **04.2015-09.2015**
- Communicated with lecturers for contents and settings, give them audience's feedback
  - Assisted lecturers in preparing lectures on job-hunting, overseas study, etc.
  - Operated the WeChat Official Account that accumulated about 150,000 fans until Sept. 2015

## **EXTRACURRICULAR ACTIVITIES**

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- **Scientific Research Management Center (SIS)** **Beijing**  
**Minister of Network Publicity Department** **05.2014-06.2015**
- Planned and organized recruitment and sessions
  - Created and operated its WeChat Official Account and attracted over 1,000 fans within three months
- **Student Network Culture Studio (UIBE)** **Beijing**  
**Minister of Editorial Department** **04.2014-04.2015**
- Wrote and edited articles for the Studio's WeChat Official Account 'uibers1951'
  - Negotiated with other departments to select suitable topics for the account
  - Planned and organized on and off-line related students' activities
- **Loving Heart Voluntary Service Association (UIBE)** **Beijing**  
**Member of Publicity Department** **09.2013-06.2014**
- Planned and reported the association's activities
  - Publicized the association's official accounts in Sina Microblog and Renren.com(Chinese Facebook)
  - Won the award of Best Ten Students' Association in 2014

## **COMPETITION**

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- **UIBE 2017 Graduation Project** **Beijing**  
**Project Leader** **09.2016-Present**
- Did market research and competitor analysis in order to clearly demonstrate the background
  - Used Xmind to set up mindmap and designed product mockup through Sketch
  - Analyzed the market and operation strategies for product development
- **Student's Scientific Research Project in School of International Studies** **Beijing**  
**Project Leader** **09.2015-06.2016**
- Designed cultural capital indexes and analyzed data collected from questionnaires and interviews
  - Communicated with relevant professors about research topic, content and methods
  - Finished the thesis for the project and got 3,000 Yuan as team research fund
- **The 3<sup>rd</sup> Orion Cup Commonwealth Project Contest** **Beijing**  
**Publicity Person** **04.2014-08.2014**

- Aimed to care for left-behind children in a primary school in Luoyang
- Operated the group's Weibo account and publicized our project by writing the daily reports
- Acquired support from Guixin Foundation and awarded Best Project in 2014 (18/ 60 groups)

➤ **The 8th Drama Competition of UIBE**

**Beijing**

**Publicity Person**

**03.2014-04.2014**

- Operated the group's social media account and organized the road show to attract public attention
- Won the third place in 8th drama competition of UIBE

## **LANGUAGE&SKILLS**

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- English Proficiency: IELTS: 7.0; TEM 4; CET 4,6
- Computer: Microsoft Office; Sketch, Flinto (Prototype Design); Final Cut Pro, Adobe Premiere; HTML, CSS, CMS; some knowledge of Photoshop, SQL, Javascript