

程璐璐

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教育背景

2013.09-2017.07	对外经济贸易大学	商务英语	本科
	GPA: 3.7/4.0		
2017.09 至今	香港中文大学	新媒体	硕士研究生

实践经历

2017.03-2017.06	北京小桔科技有限公司 滴滴出行	市场与活动运营实习生
	<ul style="list-style-type: none">参与滴滴快车增长团队司机端市场活动策划及执行, 如十大司机评选, 滴滴车票, 滴滴司机招募会协助乘客端产品优化并策划市场活动, 如新手引导落地页, 站点拼车创意等针对后台用户数据, 进行 A/B 测试以及短信触达, 分析整合, 提高用户粘性	
2016.01-2016.06	戴姆勒智行(中国)租赁有限公司 即行 car2go	市场部实习生
	<ul style="list-style-type: none">支持 car2go 项目落地阶段各种市场推广活动策划以及执行, 吸引用户并提高注册量设计并运营即行 car2go 中国官网以及维护主流社交媒体, 微信公众号 1 个月内关注量达到 2 万人负责市场部 agency 比稿, 日常对接并协助市场部主管进行调研, 撰写调研报告	
2015.08-2015.11	上海信达广告有限公司(安瑞索思)	客户执行实习生
	<ul style="list-style-type: none">负责奔驰官方网站经销商系统的录入、管理及金融计算器和 ARENA 系统内容撰写及更新利用 Omniture 系统查找数据并制作奔驰 eMB 月度流量及结案报告制作奔驰新款车型等相关页面及有关材料翻译工作, 协助团队完成日常维护工作	
2015.04-2015.09	北京思想聚合有限公司	运营助理
	<ul style="list-style-type: none">协助嘉宾选定讲座主题, 针对讲座内容和结构设置与嘉宾进行沟通, 并对讲座材料进行修改担任运营部项目助手, 对近 100 场讲座进行宣传与直播, 实现公众号关注量达 15 万人次(截止 2015 年 12 月)	

校园活动

2014.05-2015.06	对外经济贸易大学英语学院科研管理中心	网宣部部长
	<ul style="list-style-type: none">负责英语学院科研管理中心日常宣传稿撰写和相关活动的资料整理与报道建立并运营管理中心微信公众平台, 三个月内吸引 1000 位关注者	
2014.04-2015.04	对外经济贸易大学“贸大学子”网络文化工作室	编辑部部长
	<ul style="list-style-type: none">负责“贸大学子”微信公众平台(uibers1951)编辑部日常撰稿, 图文编辑策划举办线上线下学生活动	
2013.09-2014.06	对外经济贸易大学爱心社	策宣部干事
	<ul style="list-style-type: none">负责爱心社社团活动策划和宣传及记录报道负责爱心社人人公众主页和新浪微博的运营及推广荣获校级“2014 年度十佳社团”	

获奖情况

2015.09	对外经济贸易大学综合三等奖学金
2015.09	对外经济贸易大学科研立项优秀项目奖
2014.04	I AM 行动派·好丽友公益梦想实践大赛 “最佳项目奖”

能力

语言能力: 中文流利, 英文熟练(雅思: 7.0, 英语专业八级)

网页设计: HTML, CSS, Drupal

图片及视频: Photoshop, Premiere, Final Cut Pro, Sketch, Flinto(原型设计)

数据分析: Excel, Google Analytics

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EDUCATION

- **The Chinese University of Hong Kong (CUHK)** **Hong Kong**
M.Sc. in New Media (09.2017-11.2018)
- Relevant Core Modules: *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**
B.A. in Business English (09.2013-07.2017)
- GPA: 88/100 (3.7/4.0)
 - Relevant Core Modules: *Web Page Design and Publishing(90), Introduction to Intercultural Communication(81), Principles of Economics(90), Principles of Marketing(92), Corporate Public Relations(91)*

INTERNSHIP EXPERIENCES

- **Product Operation Dept., Didichuxing** **Beijing**
Intern **03.2017-06.2017**
- Participated in the marketing plans related to Driver and passenger growth projects
 - Conducted researches and A/B tests to optimize product and 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 for user registration
 - Assisted manager in market researches, 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
- **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 translated information about Mercedes-Benz ARENA
 - Wrote monthly reports of eMB China by Omniture to reflect changes of web traffic
- **Beijing Idea Aggregation Technology Co., Ltd.** **Beijing**
Operation Assistant **04.2015-09.2015**
- Assisted lecturers in preparing lectures on job-hunting, overseas study, etc.
 - Communicated with lecturers for contents and settings, give them audience's feedback
 - Operated the WeChat Official Account that accumulated about 150,000 fans until Sept. 2015

EXTRACURRICULAR ACTIVITIES

- **Network Publicity Dept., Scientific Research Management Center(UIBE)** **05.2014-06.2015**

- Planned and organized recruitment and academic talks for schools
- Created and operated its WeChat Official Account and attracted over 1,000 fans within three months
- **Editorial Dept., Student Network Culture Studio (UIBE)** **04.2014-04.2015**
 - Led 10-member team, wrote and edited articles for the Studio's WeChat Official Account 'uibers1951'
 - Planned and organized on and off-line related students' activities
- **Publicity Dept., Loving Heart Voluntary Service Association (UIBE)** **09.2013-06.2014**
 - Planned and reported the voluntary service activities related to children welfare institute, libraries.
 - Publicized the association's official accounts in Sina Microblog and Renren.com(Chinese Facebook)
 - Won the award of Best Ten Students' Association in 2014

AWARDS&HONORS

- **Third class Scholarship of University of International Business and Economics in 2015**
- **Excellent Student's Scientific Research Project in School of International Studies in 2015**
 - Finished the thesis for the project and got 3,000 RMB as team research fund
- **Best Project of the 3rd Orion Cup Commonweal Project Contest in 2014**
 - Aimed to care for left-behind children in a primary school in Luoyang
 - Acquired support from Guixin Foundation and awarded 5000 RMB for fund

SKILLS

- Languages: Native Chinese, Proficient English (IELTS:7.0; TEM-8)
- Web Design: HTML, CSS, Drupal
- Graphic Design: Photoshop, Premiere, Final Cut Pro, Sketch, Flinto (Prototype Design)
- Data Analysis: Excel, Google Analytics