

# 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



## 实习经历

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
	·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
	·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	上海恺达广告有限公司 安瑞索思	客户执行实习生
	·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	北京思享聚合科技有限公司	运营助理
	·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)	

## 项目经历

2018.01-2018.03	百词斩用户研究与需求分析
	·确定产品用户细分，利用访谈、问卷及观察等方法，搜集用户原始数据并挖掘用户需求 ·使用亲和图法（Affinity Diagram），提炼用户需求并绘制用户画像和场景，进一步明确产品优化方向
2017.09-2017.12	Airbnb “体验项目” 在中国市场推广策划
	·通过细致目标市场及用户分析，把握新功能特点并产出创意策略 “Go Native this time 与当地人同行” ·构思并拍摄故事板，结合活动需要，进行活动网页设计并提出详尽的多媒体多渠道推广运营策略及KPI
2017.09-2017.12	个人网站设计
	·通过细致的用户需求分析，利用五大用户体验原则，设定个人网站目标，搭建网站架构并进行页面设计 ·利用可用性测试和A/B test对网站进行测试并从有用性和可用性方面完善网站，提升用户体验
2016.09-2017.05	Roommates 找室友社交产品设计
	·发现用户租房找不到理想室友的痛点，确定产品目标用户并进行访谈、问卷等方式的需求调研，提炼用户画像 ·撰写竞品分析，系统梳理产品功能，并绘制出产品原型图，实现简单的交互 ·针对产品特点，提出详细的营销推广与运营策略，完成基本财务与风险分析，找到产品盈利模式

## 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
	·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
	·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
	·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“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	对外经济贸易大学英语学院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”

## 个人能力

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, Final cut pro, Sketch, Flinto(产品原型设计)
数据分析	·Excel, Google Analytics



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## EDUCATION

The Chinese University of Hong Kong	M.Sc. in New Media	09.2017-11.2018
University of International Business and Economics	B.A. in Business English GPA: 3.7/4.0	09.2013-07.2017

## INTERNSHIP EXPERIENCE

<b>Intern, Product Operation Dept.</b>	<b>Beijing Xiaojukeji Co., Ltd Didi Chuxing</b>	<b>03.2017- 06.2017</b>
<ul style="list-style-type: none"><li>·Participated in the marketing plans related to Driver and passenger growth projects</li><li>·Conducted researches and A/B tests to optimize product and improve the possibility of user participations</li><li>·Created contents for campaigns and daily marketing and operation activities</li></ul>		
<b>Intern, Marketing Dept.</b>	<b>car2go China of Daimler</b>	<b>01.2016- 06.2016</b>
<ul style="list-style-type: none"><li>·Participated in the marketing plan with innovative ideas and executed marketing projects for user registration</li><li>·Assisted manager in market researches, designed and operated the official website for car2go project</li><li>·Wrote articles and released them on WeChat Account and attracted over 20,000 fans within one month</li></ul>		
<b>Account Executive Intern</b>	<b>Can Advertising Communication Co., Ltd.</b>	<b>08.2015-11.2015</b>
<ul style="list-style-type: none"><li>·Maintained content and data of Mercedes-Benz' s official website in its integrated marketing project</li><li>·Communicated with Party A for traffic data mining and translated information about Mercedes-Benz ARENA</li><li>·Wrote monthly reports of eMB China by Omniture to reflect changes of web traffic</li></ul>		
<b>Operation Assistant</b>	<b>Beijing Idea Aggregation Technology Co., Ltd.</b>	<b>04.2015- 09.2015</b>
<ul style="list-style-type: none"><li>·Assisted lecturers in preparing lectures on job-hunting, overseas study, etc.</li><li>·Communicated with lecturers for contents and settings, give them audience' s feedback</li><li>·Operated the WeChat Official Account that accumulated about 150,000 fans until Sept. 2015</li></ul>		

## PROJECT EXPERIENCE

<b>The User research and demand analysis of Baicizhan</b>	<b>01.2018- 03.2018</b>
<ul style="list-style-type: none"><li>·Gathered raw data from customers through interview, questionnaire and site visit to identify their needs</li><li>·Adopted Affinity Diagram to synthesize data, portray persona and scenarios for further product improvement</li></ul>	
<b>Experience program of Airbnb in China Campaign pitch</b>	<b>09.2017- 12.2017</b>
<ul style="list-style-type: none"><li>·Generated the creative brief with slogan of “Go Native This Time” through analysis of target market and customer segments</li><li>·Brainstormed the storyboard, designed the <u>campaign website</u>, and produced multimedia marketing strategy with KPIs</li></ul>	
<b>Personal website Design process</b>	<b>09.2017- 12.2017</b>
<ul style="list-style-type: none"><li>·Utilized Five elements of User Experience theory to set the goal of website design, work on the structure development &amp;UI design</li><li>·Combined Usability test and A/B test for the optimization of website and further improvement of User Experience</li></ul>	
<b>Product design- Roommates, an App of helping find ideal roommate</b>	<b>09.2016- 05.2017</b>
<ul style="list-style-type: none"><li>·Identified pain points of target customers and worked on the persona portrait with the data collected from questionnaire and interview</li><li>·Conducted SWOT analysis, teased out functionalities of product and drew the high-fidelity prototype with interaction design</li><li>·Figured out the detailed marketing and operation strategies and business model</li></ul>	

## EXTRACURRICULAR ACTIVITIES

<b>Network Publicity Dept., Scientific Research Management Center</b>	<b>05.2014- 06.2015</b>
<ul style="list-style-type: none"><li>·Planned and organized recruitment and academic talks for schools</li><li>·Created and operated its WeChat Official Account and attracted over 1,000 fans within three months</li></ul>	
<b>Editorial Dept., Student Network Culture Studio</b>	<b>04.2014- 04.2015</b>
<ul style="list-style-type: none"><li>·Led 10-member team, wrote and edited articles for the Studio' s WeChat Official Account ‘uifers1951’</li><li>·Planned and organized on and off-line related students’ activities</li></ul>	
<b>Publicity Dept., Loving Heart Voluntary Service Association</b>	<b>09.2013- 06.2014</b>
<ul style="list-style-type: none"><li>·Planned and reported the voluntary service activities related to children welfare institute, libraries</li><li>·Publicized the association’ s official accounts in Sina Microblog and Renren.com(Chinese Facebook)</li><li>·Won the award of Best Ten Students’ Association in 2014</li></ul>	

## 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  
Best Project of the 3rd Orion Cup Commonweal Project Contest in 2014

## SKILLS

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