

# 李周莹

+86 13918619820 | zoeyli24@outlook.com | 1994.6.24



## 个人介绍

- 3 年旅行社产品操作经验，具有良好的沟通协调能力。
- 工作认真仔细，热爱生活，喜欢探索新鲜事物，求知欲强，开朗随和。
- 适应能力强，有责任心，具有团队精神能快速融入新环境。

## 工作经历

### Contineo Marketing 亚澳营销策划公司

2019.12-2020.5

#### 储备经理

主要负责与各部门的协调工作，了解市场推广、活动策划以及新媒体运营等知识。后期负责完成 CEO 交办的工作。

- 资料整理**：负责整理和完善旅业机构的资料库
- 标准管理**：根据公司需求制定和建立标准化文档模板，完成后在公司内部推行使用
- 活动执行**：协助项目经理完成活动前期的物料准备，并受到客户认可
- 日常工作**：辅助行政部门处理日常工作事物，以及上级领导交办的工作

### 上海锦江旅游控股有限公司

2016.7-2019.12

#### 产品操作

- 市场分析**：依据季节性和市场需求差异性，制定调整线路和优化产品
- 沟通协作**：与地接社、航空公司等供应商保持良好沟通，开拓优化供应商资源，为产品开发和销售提供支持
- 团队操作**：对行程进行监控，处理团队出游期间的突发事件（如航班延误，恶劣天气等），客户满意度高
- 电商运营**：对公司在线上旅游平台的产品进行设计与运营，根据平台活动制定线上营销策略，协助部门完成线上销售额指标

## 校园经历

#### 线上推广

- 负责活动在微博和微信的线上推广，协助活动策划

## 教育背景

### 上海师范大学 | 会展经济与管理（本科）

2012.9-2016.6

## 掌握技能

Microsoft Office Word, Excel, PowerPoint, Outlook;

语言: 良好的英语听说读写能力 (CET-6)

# Zoey Li

+86 13918619820 | zoeyli24@outlook.com | 1994/6/24



## PERSONAL SUMMARY

---

- Operation professional in one of the best tourism companies for 3 years with an academic background in Event Management.
- Curious, passionate, hard-working, easy-going individual who adapts quickly to a new environment.
- Looking for and ready for opportunities and challenges.

## PROFESSIONAL EXPERIENCE

---

### Contineo Marketing

Dec 2019 – May 2020

#### Manager Trainee

- **Data Management:** Collate and improve the database of the tourism agencies.
- **Creating Documents Standard:** Formulate and establish the company's MS Office template.
- **Event Executive:** Assist project manager in event planning and execution.
- **Cooperative work:** Communicate and assist CEO and team leaders in daily work.

### Shanghai Jin Jiang Travel Holdings Co., Ltd

Jul 2016 – Dec 2019

#### Operator

- **Data Analysis:** Design travel itineraries based on the customers' requests I collect; Optimize our products and pricing strategies based on competitor analysis and feedback from local agencies.
- **Managing Relationships with Third Parties:** Coordinate and communicate with different stakeholders such as local agents and airlines in order to make the tours go smoothly.
- **Tour Operation:** Deal with any problems immediately arose during the tours.
- **Business Development:** Develop and maintain relationships with online sales channels such as Ctrip to increase products exposure which lead to sales.

## SCHOOL ACTIVITIES

---

#### Digital Promoter

- Promote different types of the event on social media platforms including Weibo and WeChat.

## EDUCATION

---

### Shanghai Normal University | B.A.

Sep 2012 - Jun 2016

#### *Event Management*

## SKILLS

---

**Microsoft Office** Word, Excel, PowerPoint, Outlook;

**Language:** Excellent in English both in speaking and written (CET-6)