

GUO Mengyi

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ACADEMIC BACKGROUND

- 09/2013-06/2017 **Guangdong University of Foreign Studies (GDUFS), Guangzhou**
- ✧ Major: International Business, Business English (Innovative Class)
 - ✧ Bachelor's Degree in Management/Arts (Junior; Expected in 06/2017)
 - ✧ Test for English Majors-Band 4 Certificate: Distinction
 - ✧ TOEFL: 90 (Freshman year)

WORKING EXPERIENCE

- 11/2015-Now **Marketing Research Team of GDUFS, Guangzhou** *Marketing Research Assistant*
- ✧ Actively engage in translating the latest version of Philip Kotler's *Marketing Management*, including collecting and classifying market information as well as entering and analyzing relevant data.
- 03/2016-04/2016 **The China Import and Export Fair, Guangzhou** *Research Assistant in International Liaison Dept.*
- ✧ Attentively interviewed overseas merchants and subsequently acquired desired information.
 - ✧ Efficiently sorted out the information and presented it timely to the superior; was put in an important position by the management for the distinguished efficiency and working quality.
 - ✧ Enhanced greatly the business communication skills.
- 06/2015-09/2015 **International Building Branch, CITIC Bank, Guangzhou** *Assistant in Marketing Department*
- ✧ Sharpened communication competence by interacting with clients and excavating their latent demands
 - ✧ Effectively collected and processed customers' feedbacks and therefore won my instructor's praise.
- Gained better adaptability and stress ability when facing the heavy workload.
- 07/2015-08/2015 **AGEAS Insurance Company(Asia) Limited, Hong Kong** *Project Intern*
- ✧ Thoroughly analyzed and figured out suitable investment portfolios to meet clients' demands.
 - ✧ Applied acquired marketing and finance knowledge to real practice as well as boosted skills at using Microsoft Office and making oral presentations.
 - ✧ Enhanced leadership and responsibility by leading every teammate towards goals; won the 1st prize among 6 teams during the Investment Competition.

LEADERSHIP POTENTIALS

- 09/2013-10/2014 **"Origin of Dream" Entrepreneurial Team, Guangzhou** *Sales Agent Leader*
- ✧ Proposed originality and took charge of organizing promotion events to attract customers' attention.
 - ✧ Closely worked with teammates and efficiently raised their morale when facing selling dilemma.
 - ✧ Successfully led the team and won the Best Selling Record of the year for having sold over 70 newspapers within only 2 days, compared to the average sales volume of 10.

EXTRACURRICULAR ACTIVITIES

- 02/2016 **Yayasan Peduli Anak Foundatioin, Lombok of Indonesia** *Active Volunteer*
- ✧ Effectively taught local underprivileged children different knowledge to expand their outlook and strengthen their confidence.
 - ✧ Work in a completely different cultural background to enhance the teaching quality with local staff.
- 09/2013-10/2015 **Chenyun Arts Training Centre, Guangzhou** *Core Member*
- ✧ Attentively taught students piano with professional expertise and raised my sense of responsibility. Initiatively engaged myself in brand promotion and able to offer many new ideas to the centre.
- 07/2014 **Annual Conference of Jewish Business School, Guangzhou** *Active Volunteer*
- ✧ Assisted with the general organizing process; enthusiastically offered services to conventioners and enhanced business communication skills.

郭梦怡

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教育经历

2013.09 – 至今 广东外语外贸大学 国际商务、商务英语双专业（创新班） 本科

研究/实习经历

2015.11 – 至今

广东外语外贸大学市场营销研究团队 || 研究助理

- 协助广外和中大的教授翻译世界著名营销专家科特勒《营销管理》
- 搜集与整理相关市场文献资料，及进行数据的搜集与录入。
- 参与研究讨论，撰写相关论文。

2016.03-2016.04

中国进出口商品交易会（广交会） || 国际联络部调研专员

- 与境外客商（VIP 客商）进行一对一访谈，从中获取所需调研数据，且调研成果突出。
- 及时整理及向上司呈递调研结果及建议，并得到管理层的充分肯定及重用。
- 极大提升商务场合下与客商沟通的技能，得到客商的充分认可。

2015.06 – 2015. 09

中信银行环市东路分行 || 市场部助理

- 高效收集并整理客户的反馈，得到市场经理的赏识；
- 积极与客户沟通并挖掘客户的潜在需求；
- 锻炼出在高压环境下工作的抗压能力和适应能力。

2015.07– 2015. 08

AGEAS 富通保险集团（亚洲总部） || 小组领导

- 将已学的市场及金融知识应用到实践操作中，提高了演讲技能以及制作 PowerPoint 的能力；
- 带领团队高效完成任务，击败其余五支队伍并获得投资比赛的一等奖。

课外活动

2016. 02

印尼龙目岛儿童关爱基金会支教 || 国际志愿者

- 为当地贫困学生开展各个科目的教学，以帮助他们增长见识、树立信心，教学成果显著，获得了当地学生和教师的赞扬；
- 积极与基地负责人及当地教师沟通，共同提高基地教育质量。

2013. 10 – 2015. 10

晨韵艺术培训中心 || 核心成员

- 对学生进行专业的钢琴教学辅导，极大提升了自身责任感；教学质量也获得了学生与家长的一致认可；
- 积极参与中心的品牌宣传，能够提出有创意的推广方案，成功提升了中心的知名度；

2015. 03

犹太商学院年度会议 || 积极参与者

- 协助年会的策划与组织，使之能有条不紊地举行；
- 为与会者提供志愿服务，及时为他们排忧解难。

2014. 08

美国伊利诺伊大学厄巴纳-香槟分校文化交流团 || 积极参与者

- 亲身体验美国当地生活，加深了对美利坚文化的了解，增强了文化适应力；
- 与该校本地学生进行互动交流，更加认识到中美教育特点的不同，并收获了与当地学生的友谊，提高了英语的沟通能力。

技能能力

- 出色的英语表达能力：英语专业四级（良好）；TOEFL（90）
- 粤语、普通话流利
- 熟练掌握 Access, PowerPoint, Word, Excel 等办公室软件：全国计算机二级考试证书