

**Rachel LIU**

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27 rue des Violettes, 94140 Alfortville, France

Carte de séjour with long-term working visa

**Marketing Consultant****Working experience:****2012: Marketing Specialist at Mine Loader Software** (Shanghai, China)

Optimizing online free-to-play game user experience. Coordinating market needs and creative team.

Ensuring progress schedule and delivery time.

**2011: Marketing Consultant at Zhejiang Zhongnan Animation** (Hangzhou, China)

Data-based consumer behavior analysis.

Providing optimum goods portfolio for brand derived brick-and-mortar store.

**Education:****2016: Master of Economics** (University of Tokyo, Tokyo, Japan)

Major: Management (GPA: 3.85 / 4.00)

Scholarship: Japanese Government Scholarship (MEXT)

Publication: Kajiwara, R., Liu, S. (2015). A Second Look at Mael Scale. Technical Notes on Mael and Ashforth 1992. Akamon Management Review, 14(9), 519–526.

**2012: Bachelor of Art** (Zhejiang University, Hangzhou, China)

Major: Advertising and Marketing (Overall GPA: 3.73 / 4.00, Junior / Senior GPA: 3.95 / 4.00)

Scholarship: National Scholarship (China)

Zhejiang University First-Class Scholarship for Outstanding Students

**Languages:**

**English** (native level, TOEFL iBT: 114/120), **French** (Working Proficiency)

**Japanese** (native level, JLPT N1), **Mandarin Chinese** (mother tongue)

**Extracurricular Activities:****2010 – 2012: President Assistant of Zhejiang University Advertising Association**

Assisting executing activities, managing participants' feedbacks, recruiting.

**2009 – 2010: President of Zhejiang University Student Council**

Institution building, consulting student affairs, organizing university scale activities.

**"The Challenge Cup" 5<sup>th</sup> Chinese College Students Business Plan Competition****6<sup>th</sup> National Advertising Art Design Competition for College Students****Skills:**

Computer skills: Microsoft Office, Stata, Google Docs, iWork, Photoshop, Illustrator

Others: Interpersonal Communication, Project Management, CRM