

马向烜

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教育背景

硕士: 澳大利亚国立管理与商业学院

悉尼/澳大利亚

专业会计: 会计

3 / 2 0 1 9 - 3 / 2 0 2 0

● GPA: 72/100 (前 10%)

● 核心课程: 金融; 会计; 统计; 法律;

硕士: 悉尼大学 (2020 QS 世界大学排名: 42 名)

悉尼/澳大利亚

商业硕士: 项目管理

3 / 2 0 1 7 - 1 0 / 2 0 1 8

● GPA: 65/100 (前 30%)

● 核心课程: 项目管理练习 (71 分) (分析公司商业结构, 时间, 成本, 质量, 风险, 人力管理)

大型项目决策 (73 分) (评估项目风险, 预测, 制定未来发展计划, 做出决策)

商业转型 (67 分) (业务转换、流程管理变更、分析信息和流程, 规划、领导、维持)

新产品研发 (75 分) (新产品及服务的发展及市场推广, 新产品的的设计, 测试, 推出)

本科: 桑德兰大学

桑德兰 / 英国

文学学士: 工商管理

8 / 2 0 1 5 - 8 / 2 0 1 6

● GPA: 二等一学位 (学位等级: 一等, 二等一, 二等二, 三等)

● 核心课程: 战略管理 (66 分) (制定企业战略及规划, 分析企业内, 外部环境, 设定战略目标)

人力资源战略管理 (62 分) (人力资源开发与管理, 指挥, 监督, 协调, 控制, 总体规划)

市场战略 (62 分) (制定市场营销总体规划, 增加企业市场占有率)

本科: 南京理工大学

南京 / 中国

工商管理

8 / 2 0 1 2 - 6 / 2 0 1 5

● GPA: 80/100 (前 20%)

● 核心课程: 商业运行管理 (优)

互联网及电子商业 (优)

商业行为管理 (优)

实习经历

河北钢铁集团 (邯钢公司)

邯郸 / 中国

人力专员 / 人事部

9 / 2 0 1 6 - 2 / 2 0 1 7

● 负责入职员工合同签订, 入职手续办理, 跟进离职员工合同, 相关资料归档。

● 收集员工保险资料, 核查员工保险续保, 汇总员工名单及减员。

● 负责 200 人考勤及日常系统维护, 按月汇总员工绩效管理。

强生婴儿

市场营销专员 / 市场部

3 / 2 0 1 9 - 4 / 2 0 1 9

● 制定市场营销战略, 分析市场环境, 消费群体。

● 分析用户喜好, 品牌宣传策划, 制定预算。

● 市场推广, 利用媒体, 自媒体, 策划营销活动及运营, 推广品牌。

课外活动

IBUSS 6000

悉尼/澳大利亚

团队组织者

5 / 2 0 1 8 - 6 / 2 0 1 8

● 组织人员进行毕业考试资料准备。

● 带领 6 名小组成员组织开卷资料准备活动, 在一周内分工协作完成了 2 万字的基础资料文稿。

● 预测 16 道考试题, 组内 7 名成员顺利完成目标。

技能/兴趣

语言: 雅思 5 / 9; 4 年海外留学生活经历

专业技能: 项目管理甘特图软件制作, 熟练使用办公软件 word, excel, power point。

兴趣: 旅游 (背包旅行过国内 17 个城市, 泰国, 英国, 澳大利亚)。组织 2-4 人旅游, 安排景点, 住宿, 负责开车及门票预订。不同城市的文化各有特点, 旅游教会了我对不同文化的理解和尊重, 锻炼了自身生活, 协商, 交流能力。

Xiangxuan Ma

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EDUCATION

Master: Australian National Institute of Management and Commerce **Sydney/Australia**
MPA: Master of professional accounting (on-going postgraduate) 3 / 2 0 1 9 – 3 / 2 0 2 0

- **GPA:** 72 / 100 (TOP 10%)
- **Major Coursework:** Financial; Accounting; Statistics; Law.

Master: University Of Sydney **Sydney/Australia**
Master of commerce: Project management 3/2017 – 10/2018

- **GPA:** 65 / 100 (Top 30%); (HD: 85-100; D: 75-84; CR: 65-74; PS: 50-64)
- **Major Coursework:** Project Management in Practice (71 grades) (analyze the company's business structure, **time, cost, quality, risk, people management**)
Decision Making on Mega Projects (73 grades) (assessing project **risks, forecasting**, making future development plans and making decisions)
New product development (75 grades) (development and marketing of **new products** and services, **design, test** and **launch** of new products)

Bachelor: University Of Sunderland **Sunderland/UK**
Bachelor of Arts: Business management 8/2015 – 5/2016

- **GPA:** second first class degree (degree level: first class, second first class, second class, third class)
- **Major Coursework:** Strategic management (66 grades) (develop corporate strategy and planning, analyze the internal and external environment of the enterprise, and set **strategic goals**)
Human resources strategic management (62 grades) (**human resources** development and management, command, supervision, coordination, control, overall planning)
Market strategy (62 grades) (formulate the overall **marketing plan** to increase the market share of enterprises)

Bachelor: Nanjing university of science and technology **Nanjing/China**
Bachelor of Arts: Business management 8/2012 – 6/2015

- **GPA:** 80/100 (Top 10%)
- **Major Coursework:** Business operation management (excellent), Internet and e-commerce (excellent)

INTERNSHIP EXPERIENCE

Hebei iron & steel group (hangang) **Handan/China**
Handan iron and steel co., LTD is a super large iron and steel enterprise in hebei province, which was established in 1958 and developed gradually. (world's top 500 enterprises)
Human commissioner/HR 9 / 2 0 1 6 – 2 / 2 0 1 7

- Responsible for the signing of the entry contract for employees, entry procedures, follow-up of the contract for resigned employees, and filing of relevant materials.
- Collect employee insurance information, check employee insurance renewal, summarize employee list and staff reduction.
- Responsible for attendance record of 200 employees and daily system maintenance, monthly summary of employee performance management.

Johnson's baby **Project**
Marketing specialist/Marketing Department 3 / 2 0 1 9 – 4 / 2 0 1 9

- Develop marketing strategies, analyze the market environment and consumer groups.
- Analyzed user preferences, planned brand publicity, and made budgets.
- Marketing, using media and we media, planning marketing activities and operations, and promoting brands.

EXTRACURRICULAR ACTIVITIES

IBUSS 6000 **Sydney/Australia**
Group Leader 5 / 2 0 1 8 – 6 / 2 0 1 8

- Organize personnel to prepare graduation examination materials.
- Led 6 team members to organize the preparation of open-book materials, and completed the basic document of 20,000 words in a week.
- Predicted 16 questions and 7 members of the group successfully completed the target.

SKILLS & INTERESTS

Languages: IELTS 5/9; 4 years overseas study experience

Technical Skills: Project management gantt chart software production, skilled use of office software word, excel, power point.

Interests: Travel (backpacking 17 cities in China, Thailand, UK, Australia). Organize 2-4 people to travel, arrange scenic spots, accommodation, drive and ticket reservation. Different cultures in different cities have their own characteristics. Tourism has taught me to understand and respect different cultures and exercised my life, negotiation and communication skills.