

个人简历

2016届 应届生

office@microsoft.com

180 1000 1000

教育背景

- 2015.10-2016.10 研究生 斯德哥尔摩大学 全球媒介与通信传播
- 2011.9-2015.7 本科 中国传媒大学 (985/211 高校) 新闻传播系
- 核心课程: 传播学、公共关系学、传媒经济学、广告运作实务与流程、市场营销、社会调查方法等

实习经历

2014.11-15.2 去哪儿网 产品运营实习生 北京

- 与日旅会合作, 负责校园活动的策划和执行, 累计参与人数 2000+, 活动网站总 PV 150 万+, 总 UV 90 万+;
- 参与第二期页面功能设计, 构思功能模块、协助设计师完成交互设计、跟进开发团队优化需求;
- 负责页面整体文案, 策划推广方案并执行, 联络站外优质用户 21 人, 为站内贡献 UGC 内容, 并积极维护增加其粘性;
- 负责线下 18 支校园大使团队的换届、招新、自主活动的组织与指导;

2014.7- 2014.11 搜狐畅游 产品运营

- 监测海豚浏览器、Clauncher 等产品海外渠道推广状况, 分析评估产品日常渠道数据;
- 运营产品 MoboPick, 包括内容运营及产品数据日报制作, 结合用户需求进行产品优化创新;
- 配合产品经理进行新产品市场调研, 协助进行 Geemobi 网盟平台系统全功能测试使用。

社会实践经历

2011.3 - 2013.1 AIESEC 出境交流部志愿者方向主管 中国北京

- 带领 3 支跨校团队成功为超过 90 名在校大学生匹配海外志愿者体验机会;
- 拓宽志愿者项目合作到 24 个不同国家, 实现部门业绩 2 倍增长;
- 在不同学校组织市场调研、举办宣讲会、招募面试参与者, 使协会覆盖扩宽到 6 个北京高校;
- 领导一个 9 人团队为近 500 个新成员筹划并成功举办北方地区迎新大会, 与会成员为来自清华、北大、人大等中国北部优秀大学的学子, 会议为期 2 天半。

获奖&特长

- 校内荣誉 国家励志奖学金、优秀学生奖学金、校级优秀学生干部、音乐摄影等文艺类奖项若干;
- 语言能力 英语听说读写能力强, 雅思 7.5 分, CET6-623 分, 《破产姐妹》字幕组听译成员;
- 文字审美 曾获全国新概念作文大赛一等奖、奔驰 (中国) 公司全国设计大赛设计师大奖;
- 爱好特长 擅长长笛、舞蹈、吉他等, 热爱摄影与旅行。曾任院迎新晚会领舞, 音乐原创作品获校级奖项;
- 自我评价 高效工作, 抗压、多任务处理能力强; 热衷新鲜事物, 自学能力强。

Resume

2016 Fresh Graduates

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EDUCATION&QUALIFICATION

-**Stockholm University**, Center of Cultural Policy Studies, M.A.Global Media and Communication (Oct. 2015— Oct.2016)

-**Communication University of China**, School of Literature and Journalism, Communication (Sept. 2011— Jun. 2015)

-**Core Curriculum**: Advertising Operation and Practice, Public Relations, Media Economics, Social Survey Methods

-**Honor**: Gained the National Endeavor Fellowship, Third Prize Scholarship and Excellent Student Leader, CUC

INTERNSHIP EXPERIENCE

Operation Management Intern, Baidu, China 2014.7-2014.11

- Redesign and expand the homepage: design the functions and copies (including the former user research)
- Organize annual conference and annual big project: combine the external resources and implement activities
- Introduce high-quality users from other websites and promote them to create more UGC
- Participate in the whole process of product launch: draft MRD-design-cooperate with RD&UE-test-promote
- Manage the campus teams: responsible for member recruitment, election, events organization in 18 teams

Product Manager Intern, Sohu Changyou, Beijing, China Nov.2014—Jan.2015

- Monitored overseas promotion of products including Dolphin Browser, analyzed and evaluate related data
- Assisted in product (MoboPick) daily operation, providing key stats, summaries and optimization strategies
- Assisted Product Manager in analyzing market demand and preference for new products

CAMPUS EXPERIENCE

AIIESEC BJTU (Customer Service Team Leader, Vice President, Global Volunteer Program), 2011.3 – 2013.1

Run Global Volunteer Program and Lead an Entity (AIIESEC BJTU) as a team, 2012.1 - 2013.12

- Led 3 schools' teams, attained the goal of 90 volunteers in number and assured their experience in quality
- Increased the number of voluntary destination country to 24, which is 200% of before
- Expanded the organization to 6 Beijing universities by organizing promotion, recruiting and interviewing new volunteers
- Led a 9 persons' team and organized regional induction conference for 500 delegates in two and a half days

ABILITY

Language: Fluent in English CET6-597, IELTS 7, TOEIC 950, Member of the Big Bang Theory Fansub Group

Skills: Proficient in Adobe Photoshop, excellent writing skills, Second Prize of the National New Concept Composition D Contest and Designer Award of the BMW MINI National Design Competition.

Hobbies: Piano, ballet, guitar, photographing.

Self-assessment: Excellent communicator, team player and hard worker, self-motivated, curious and passionate.