**Rasmus Zhu 朱畇熙**   
Taipei, Taiwan | +886-912345678 | sample\_rasmus\_zhu@gmail.com

**EDUCATION**

**National Taiwan University Taipei, Taiwan**

Candidate for B.Mgmt in Accounting, **Cumulative GPA: 4.12**

Areas of Interest: Marketing, Data Analytics

**Relevant Coursework:** Marketing Management, Digital Marketing, Python-Data-Analysis

**PROJECT EXPERIENCE** *[workshops here]***2024 National Collegiate Marketing Challenge** 2024

* Developed an innovative marketing strategy for "XYZ Energy Drink" to attract young consumers in a competitive market.
* Conducted in-depth interviews and surveys to define the target audience as the "night-owl group" aged 18-25.
* Proposed a "sugar-free + zinc" product feature to create a healthy differentiation point from competitors.
* Designed the "#OneNightCharge" short-video challenge and planned collaborations with university student YouTubers to embed the brand into campus life scenarios.
* Achieved a Top 10 finish in the final round out of 320 competing teams from across Taiwan.

**IKEA Marketing Proposal (Course Project)**

Content Strategy Lead

* Led content marketing ideation for a plan targeting the student housing market in central Taiwan.
* Established the core campaign slogan, "Aesthetics for Renters," to address the pain points of the target audience.
* Designed an integrated marketing campaign featuring a TikTok short-video series, a hands-on pop-up store, and a collaboration with the YouTuber "Beibei Loves Decorating".
* The proposal was selected as the best presentation among 15 teams in the Marketing Management course.

**EXTRACURRICULAR ACTIVITIES**

**"European Football Report" Instagram Page**  
Founder & Content Creator 2022 – Present

* Founded and managed a self-media brand from scratch to provide high-quality, data-driven analysis of European football, filling a market gap in the Mandarin-speaking community.
* Grew the community from 0 to over 12,000 followers, consistently maintaining an average post reach of 9-12%.
* Utilized Instagram Insights to analyze follower data, optimizing content strategy and posting schedules to maximize audience engagement and reach.

**SKILLS & INTERESTS**

Computer: Python (pandas, matplotlib), Social Media (Instagram, TikTok), Canva

**Soft Skills:**Data Analysis, Content Strategy, Digital Marketing, Teamwork, Cross-Functional Communication

Language: Mandarin (Native), English (Fluent) | **Interests:** European Football, Data Storytelling, Brand Strategy