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Educational Background

Marketing Research Experience

- Jul.2003-Aug.2003 **xxxxxxxx Commercial Consulting Inc.** **Investigator** Beijing
 - Conducted market research of TV prices (10brands, nearly 100model numbers) in 3 supermarkets to support the strategy of LG business competition in Beijing,
 - Compiled lists of quote prices& discount or coupon to make report to manager,
 - Negotiated with managers in supermarkets to ensure success of investigation,
 - Jul.2001-Aug.2001 **Xxxxx Chemical Industries Ltd (XXXXX)** **Investigator (1/15)** Beijing
 - Investigated 700 shops and analyzed information collected to compose reports for evaluating Beijing coating market to support expanding strategy of XXXXX ,
 - Quick learner, mastered communication skill and analytic skill in 1 week after trained by Marketing Dept., solved problem by brainstorm on weekly meeting,
 - Good teamwork to achieve the most efficient one among 3 teams with 4 fellows;

Leadership Experience

- Sep.2003-Jun.2005 **Promotion Department of Graduate Council** **Associate President** Beijing
 Designed stage decoration of 2005 Welcome Spring Evening for Teachers and Students and praised by higher-up,
 - Innovated upon recruitment by holding calligraphic& artistic talent show,
 - Led& organized subordinates to promote various activities on campus;
 - Sep. 2002 **XXXX Group Co. Ltd** **Deliverer (1/23)** Beijing
 Overfulfilled task to be the only one who had sent 84magazines successfully,
 - Strengthened influence of IKEA by entering people's home in ChaoYang dwelling district to deliver free magazines to families members;

Others

- Sep.2005-Oct.2005 **Beijing Silk Street Market** Beijing
Mastered the skills to react quickly to emergencies through dealing with complaint from foreign customers effectively and independently;
Communicated with manager actively to fix and design questionnaires in both English and Chinese in 1day and adopted by him;

Personal Information

- Painting:** 2004-2005Administrator of original pictures on one domestic internet forum;
Singing: 2003The Most Welcomed Singer in karaoke competition of fresh postgraduate;

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学历背景

- 09/2003-目前 XXXXXXXX 材料科学与工程 材料学硕士
- CET-6, 北京英语口语等级考试高级证书（优秀）；

市场调研经验

- 07/2003-08/2003 XXXXXX 商业咨询公司 市场调研员 北京
- 为增强 LG 公司家电市场(电视类)在北京市场的商业竞争力, 负责调查北京 3 个大型家电卖场内 10 个国内外品牌超过 100 个型号电视的市场报价及相应地商业促销活动,
- 独立和不同商场主管谈判, 成功克服调查阻力保证调查正常进行,
- 独立编辑整理彩电的报价, 折扣和返券, 撰写报告并上交公司市场部主管,
- 与不同商场主管建立信任关系, 为下任工作者顺利工作打好了基础;
- 07/2001-08/2001 XXXXXX 市场调研员 (1/15) 北京
- 为协助 XXXXX 公司北京分部拓展北京涂料市场, 负责调查 1/3 的北京涂料市场的 700 余家涂料店铺内涂料产品的销售价格, 销售量, 顾客喜好等信息, 并统计分销商数目及其分销能力, 每周独立编辑整理调查资料, 撰写市场分析及评估报告并上交主管,
- 培训后迅速掌握调研, 沟通和分析技能以及每周例会上头脑风暴解决调查中的问题,
- 积极和团内成员合作, 充分发挥团队精神, 使得所在小组为 3 个团队中效率第一;

领导经历

- 09/2003-06/2005 校研究生会宣传部 副部长 北京
- 设计布置“欢度今宵, 共创辉煌” 2005 迎新春师生联欢晚会会场, 获得领导好评,
- 组织新生才艺大赛, 创新地成功以之选拔书法及绘画方面的人才, 补充宣传部需求,
- 领导并组织下属安排宣传各种研究生院的活动;
- 09/2002 XXXXX 免费杂志入户派送员 (1/23) 北京
- 为扩展宜家家居市场影响力, 负责宜家朝阳区某住宅小区的免费杂志入户派送活动,
- 超额完成任务, 成为当天唯一成功敲开 84 所住户的门并派送了杂志的派送员;

其它

- 08/2005-09/2005 北京秀水街市场 市场部 北京
- 负责处理市场内外外国顾客的各类投诉和纠纷, 掌握了对紧急事件的快速反应技能,
- 主动和主管沟通并确定市场满意度调查问卷, 并在一天内独立设计 1 式 2 份中英文版本, 得到主管赞赏并被采纳;

个人爱好

- 漫画: 2000-2002 学校漫画社会员; 2004-2005 国内某动漫网站漫画原创区版主;
唱歌: 2003 级研究生新生卡拉OK 最受欢迎男歌手奖;