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No.178 Postbox XXXXXXXXXXXXXXXXXXXX, 100029

+XXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXX@gmail.com

Educational Background

- Sep.2003-present **XXXXXXXXXXXXXXXXXXXX** **Master of Materials Science**
 - CET-6 Certificate, Beijing Spoken English Test, Senior certificate (excellence);

Marketing Research Experience

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

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学历背景

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- 09/2003-目前 XXXXXXXXXX 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

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- 07/2003-08/2003 XXXXXXXX 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 XXXXXXX 市场调研员 (1/15) 北京
 - 为协助 XXXXXX 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

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- 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 XXXXXX 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

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- 08/2005-09/2005 北京秀水街市场 市场部 北京
 - 负责处理市场内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;