**马倩**

**18310713257**

**vivien\_maqian@sina.com**

**个人信息**

毕业学校：英国利物浦大学 学历：电子商务理学硕士

出生年月：1986-11 籍贯：陕西

婚姻状况：已婚 国籍：中国

**工作经历**

**中华财务咨询有限公司 项目经理/高级咨询顾问 2013/09 至今**

* 具有丰富专业的项目经验，主要为大型央企中粮集团/中节能/中海油/中国移动等提供企业管理的解决方案，包括战略目标、组织机构、内部管理、信息化规划等方向；
* 擅长企业管理的流程设计、管理制度优化、行业研究及财务信息标准化运作，能够对互联网企业战略进行结构化分析；
* 熟悉B2B、B2C和O2O电子商务运作管理模式，善于分析市场环境，优化运营战略；
* 具备一定的大型项目管理经验，与资深人员的沟通协调能力较强，自我学习，积累了一定的管理技巧；
* 对整合调动各方资源，前瞻性思维把握项目计划、项目框架搭建、项目内容控制、项目成本控制等各项工作的能力较为突出。

**苹果公司 运营专员 2012/06-2013/07**

* 跟进大客户公司甲骨文/京东方/远洋集团/太古集团等，针对顾客需求推广商务活动，制定整理简报，培养了出色的商务沟通和推广能力。
* 与财务及库控合作预测库存需求量以及准时调配完成客户订单，达到商务客户订单调配100%的完成率，锻炼了优秀的跨部门协调沟通能力。
* 丰富的周期性业绩数据分析经验（SWOT），根据顾客满意度调查及分数进行模型分析并优化服务体验，培养了出色的分析能力。
* 对体验店商品外观、陈列、图片展现等合规性进行监督及协助审核，显著提高了对细节的高度关注能力。

**教育背景**

**英国利物浦大学 硕士学位 电子商务战略与系统（全英排名26） 2010.9-2011.12**

研究方向 企业结构战略性变更整合电子商务系统（捷豹公司战略整合系统模拟）

企业电子商务化案例分析及评估（可口可乐/通用/空客电子化案例分析）

企业资源计划能够与供应链管理整合（好时食品公司ERP整合案例分析）

精益思维（SAP模拟，看板管理法，ERP沙盘模拟）

企业项目管理及产品管理（供应链管理对乐购集团运营影响分析）

**英国中央兰开夏大学 学士学位 工商管理（成绩排名12/210） 2007.9-2010.6**

研究方向 人力资源管理（员工流失率分析评估）

市场营销（宜家进入中国的风险分析评估）

企业资产负债收益（亨氏2008年度收益分析）

经济学（MINITAB建模分析汇率的影响）

**项目经验**

**某大型国企集团风电行业研究项目 项目经理 2015.08-2015.12**

成果：集团风电行业研究报告

对全球风电行业增长趋势、累计装机容量分布，欧洲海上风电发展趋势及北美风电市场发展进行深度解析，结合宏观PEST分析制定集团风电行业研究报告。主持编制项目管理实施规划，并对项目目标进行系统管理，同时对资源进行动态管理，建立各种专业管理体系，并组织实施。

**某大型国企集团财务信息化规划项目 高级咨询顾问 2015.03-2015.07**

成果：集团信息化规划报告

开展集团财务信息化调研，根据现状编写财务信息化规划。针对信息系统类型，分别提出信息系统建设框架思路，包括信息系统类型划分、选型原则、建设策略、实施条件等。优化集团信息化建设管控模式，包括流程优化、职能强化等方面，参与制定汇报集团高层领导的信息化建设指导意见的编制。

**某大型国企组织流程优化项目 项目经理 2014.09-2014.12**

成果：集团公司流程管理总结与规划报告

对集团合同管理部、档案管理部及采购管理部进行全面调研，在制度流程框架和全景图的搭建基础上建立制度流程管理平台，制定评估优化工作计划，对采购管理流程、合同管理流程、档案管理流程核心流程开展评估和优化工作，总结评估优化工作，形成2015年制度流程发展规划。调动协调配置各项资源，把控项目进度和风险。独立编制项目计划书，并对项目启动会召开流程及细节与客户方进行实时沟通。

**某大型国企ERP规划项目 高级咨询顾问 2014.03-2014.07**

成果：集团ERP试点建设规划完善方案

负责集团总部ERP建设规划试点建设部分的路径与实施建设，对利润点层面需完成在采购、生产、销售、物流、质量等业务管理流程上需要ERP系统的单位提出选型及项目预算建议，参与设计规划中重点项目落地方案。

**职业技能**

语言：英语可流利进行交流及演讲，独立撰写研究报告，无障碍获取国外信息资源。

计算机：熟悉Windows、Mac系统，熟练掌握office、Iwork办公软件。

电子商务：可熟练运用SAP、MS PROJECT、ACCESS进行电子商务信息系统的建立与管理。可熟练运用WITNESS、MINITAB等进行系统建模、信息系统与供应链整合。

**自我评价**

1. 三年管理咨询工作经验为分析类岗位奠定了较好的基础，锻炼了独立分析和逻辑思维能力，能够收集、整理、综合、分析相关信息并做出独立判断；
2. 一年互联网运营经验培养了较好的沟通和组织协调能力；
3. 结合专业背景，系统学习和掌握战略分析、组织流程管理和信息化管理专业知识，熟知计算机、人力资源、战略规划、流程优化等内容；
4. 可用简练语言明确表达工作信息和个人观点，具备良好流畅的演讲能力；
5. 对自己的岗位职责高度负责，具备团队合作精神，能够容应对复杂的职场关系；
6. 大型央企的项目管理经验坚实了独挡一面的能力，可承受高强度工作压力。

**MaQian**

**18310713257**

**vivien\_maqian@sina.com**

Dear Sir/Madam,

I am pleased to find your hire information from internet, as it is a direct march with my experience and qualifications. After about four years of working directly to customer from diverse areas, I am seeking to leverage my experience in a business analyzing position within the field of internet operating, which closely related to my professional background. I was excited to learn that your organization is currently seeking Strategist and would very much like to be considered as a strong candidate.

Ideally, this position will allow me the opportunity to utilize my working and academic experience gained as a Senior Consultant in China Consultants of Advisory and Finance Management co.,ltd, and further as a E-business Strategy & Systems majored Master at University of Liverpool. In this capacity, I conducted in-depth research for procuring business operation about major state-owned enterprise in a wide variety of fields including strategic planning, corporate structure design, customer demand exploring and business operation process optimizing. My experience in CCAFM has afforded me the opportunity to become familiar with B2B， B2C and O2O e-commerce operation, expert in market environment analysis and also have extensive experience in operation strategy optimizing. Each project mentioned above involved creativity and analytical skills, and also demonstrate communication and team working skills.

Additional experience, include worked in Apple as an Operating Specialist. I have gained great expertise in solving complex situation and enhanced a strong sense of responsibilities, active and positive attitude to work. You will benefit from my outstanding ability of market researching, customer demands and product concept definition. I possess a high energy level and strive to complete programs before deadline.

Much of my experience is transferable, specifically in the areas of business consulting and internet industry, my analyzing, communicating and logical thinking abilities qualify me for consideration. If you would like, I can provide with current samples with my work. Given the opportunity, I am confident that my professional and personable disposition would be an asset to your operation.

I would welcome the opportunity to establish a time when we can meet to discuss how my talent, professionalism and enthusiasm will add value to your operation.

Thank you for your time and consideration, I look forward to hearing from you soon.

Sincerely,

MaQian

**MaQian**

**18310713257**

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**EMPLOYMENT HISTORY**

**China Consultants of Advisory and Finance Management co.,ltd 09/ 2013—**

***Consulting Manager/ Senior Consultant***

* Providing all-round solutions tailored to enterprise management demand, and good at strategic planning, corporate structure design and internal operation process optimizing and information system engineering.
* Experienced in B2B, B2C and O2O e-commerce operation, expert in market environment analysis and operation strategy optimizing.
* Highly motivated, energetic and inspirational team leaders, excellent interpersonal skills and willing to detail attention.
* Ability to structuring analyze internet strategy, outstanding in enterprise management process design optimization and financial information management system of standardized operation.
* High efficiency integration of resources, accurately control the progress of project framework structures, content developing and cost control.

**Apple Company, *Specialist* 06/2012—07/2013**

* Develop new business opportunities like Oracle/COSCO/BOE Technology/ Swire Properties Ltd. etc. by actively seeking from customers.
* Cooperating with finance and inventory control, forecasting demand to allocate orders on time, business customer order allocation 100% completion, better developed the cross-department cooperation and communication skills.
* Demonstrated outstanding ability of analytical based on customers’ behavior data. Conducting SWOT analysis fine-tuned my analyzing skills.
* Enhanced a strong ability to be organized and a good attention to details by compliance to supervise layout and display areas.

**EDUCATION**

**University of Liverpool TOP 26 in UK**

**Master of Science Major in E-business Strategy & Systems**

* Outstanding in Business Analysis and Assessment, E-business Strategy, Lean Thinking, Project and product management

**University of Central Lancashire**

**Bachelor of Art Major in Business Administration**

* Outstanding in Marketing Principles for Business, Human Resource Management, International Fin Economics

**PROJECT EXPERIENCE**

**Wind Power Market Research Project of Major State-owned Enterprise**

***Project Manager*  08/2015—12/2015**

Description: This project analyzes the worldwide markets for Wind Power (Installed Capacity - Cumulative and New Capacity in Megawatts). The report provides separate comprehensive analytics for the US, Europe, Asia-Pacific, and Latin America. Annual estimates and forecasts are provided for the period 2016 through 2020. Also, macroscopic PEST analysis is provided for these markets. Responsibility

1. Setting specialized researching team, combine overall research demand of headquarter and systematic project objectives management.
2. Providing high quality advisory services and analyzing potential risks.
3. Project management on key points during processing, integrating resources and timely response for different challenges, promote high quality.

**Organization Process Optimization Project**

***Project Manager*  09/2014—12/2014**

Description：The company has been challenged by problem of process system and highly demand of process optimization, to promote operation efficient and improve business performance. To optimize and assess the purchasing and supply management process, contract management process and records management process, and finally the evaluation and optimization, summarizes the evaluation optimization work, make a system of process system development plan in 2015 were all involved in project’s requirements.

Responsibility

1. Building optimization framework, setting the process optimization goal. To determine the direction and the target system basing on strategic objectives and market demand.

2. According to the demand of different information systems in future, provide customized monitoring indicators as the comprehensive consideration for the company cost, efficiency analysis.

**PROFESSIONAL SKILLS**

**IT Skills**

***MS VISIO*** to design management processes and to optimize business operation processes

***SAP*** conduct E-business system of motorcycle company case study and Apple Inc. practice

***MS ACCESS*** to create database of scenario for vacuum can factory

***MS PROJECT*** conduct project management with restrict timeline

**WITNESS** to setup simulation model and assess risks

**RECOMMENDATION**

1. Excellent in business strategy analysis and market research, experienced in E-business planning， strategy structure，process reengineering and human resource optimization, expert in financial information standardization, project management.

2. Good knowledge in organization process optimization and reengineering, such as purchasing process design, contract management process design, and good at putting to use different way to deal with different situation.

3. Well-experienced in strategy and human resource management, and the whole process of ERP system planning .

4. With good capability on business analysis, requirement understanding and solution design. excellent in face-to-face contact with customers and project management.

5. Excellent oral and written communication skills for both English and Mandarin