

XUEWEN GU

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Summary of Qualifications

Versatile, creative and driven candidate with a BS in General Business, with a concentration in Marketing and Supply Chain Management. Well-versed in market principles, procedures, processes, strategies and tools. Familiar with all facets of business administration, supply chain management and logistical oversight/planning. Committed to supporting organizational goals through the coordination and execution of daily tasks. Diligent attention-to-detail combined with strong problem solving, interpersonal and time management strengths. Willing to take on new challenges and acquire new professional skills. *Additional core competencies include:*

Marketing Strategy • Supply Chain Management • Logistical Planning & Coordination • Market Research & Analysis
Business Administration • International/Global Marketing • Financial Functions • Attention-to-Detail
Collaborative Teamwork • Microsoft Office Proficiency • Effective Communications • Problem Solving

EDUCATION

Bachelor of Science, Business, Marketing & Supply Chain Management
Missouri State University, Springfield, MO

SKILLS PROFILE

- Relevant Coursework: International Management, International Marketing, Supply Chain Management and Sustainability, Logistics Models, Financial Management, Marketing Management.
- Well versed in internal communications and external correspondence strategies in the business world.
- Educated in marketing, planning and logistics strategy development, managing and execution.
- Fast learner with a strong work ethic, solid leadership experience and superior networking skills.
- Excellent communication skills and professional demeanor; fluent in English and Chinese.
- Unique combination of creativity and analytical skills with a high aptitude of detail orientation.
- Recognized for reliability, persistence and versatility.

ACADEMIC PROJECT

Marketing Management Project – Shark Tank

Conducted research on large corporation, Hershey Company using MRI Plus to develop marketing plan, business models, market opportunities and potential weakness within the existing marketing/branding campaigns.

- Analyzed the company's 5-year plan, product offerings, consumer demographics, global market and cost effectiveness.
- Identified Hershey's strengths and weaknesses and design improvements to the marketing and business plans in order to achieve competitive market positions and increase overall profitability.
- Performed competitive analysis of Unilever, Nestle and Blue Bell Creameries to identify market positioning.

PROFESSIONAL EXPERIENCE

Intern • Dillon Kay Financial Group

2012 – 2013

Acquired hands-on experience within a marketing role, while supporting the Manager in coordinating, planning and facilitating marketing research and analysis. Responsible for market research, data analysis/collection, metrics analysis and monitoring, operational support and marketing strategy support/execution.

- Performed research on marketing campaign effectiveness by analyzing client data and demographics.
- Conducted competitive analysis to identify trends and consumer preferences, making recommendations for improvement as needed to ensure market relevance.
- Assisted with research projects and special tasks as requested by manager.
- Leveraged knowledge and skills developed during academic career to support overall operations.
- Developed a foundation of skills and experience that will continue to support career.

Treasurer Assistant • Bank of China

2010 – 2011

Assisted the treasurer in conducting background checks and supporting the banking and checking system. Utilized the government police system to conduct background check of scholarship project to NO. 15 Middle School.