

Han You

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EDUCATION

School of Business, Marquette University, Milwaukee, WI August 2010-May 2014

Bachelor of Business Administration

*Majors: **International Business;***

Marketing

Philipps-Universität Marburg, Marburg, Germany February-June 2013

International Undergraduate Study Program (IUSP)

Language Proficiency: *Mandarin Chinese (Fluent); English (Fluent); German (conversational)*

PROFESSIONAL EXPERIENCE

World Trade Center Wisconsin (WTCW), Milwaukee, WI August-December 2012

Marketing Intern

- Updated World-Class members' information
- Renewed the World Trade Center offices' information on the company website
- Promoted the internship program at WTCW on social networking sites
- Reconstructed part of the company website
- Managed Company's Twitter, LinkedIn accounts, and the official Facebook page
- Redesigned the content of the monthly newsletter of WTCW

Kunming International Exhibition Center, Kunming, China June 2012

Marketing Intern

- Assisted in setting up the 5th Annual Southeastern Asia products Exhibition
- Translated for companies from Southeast and West Asian countries
- Regulated the exhibition with colleagues
- Experienced doing business with Southeast and West Asian companies

OTHER EXPERIENCE

Marquee Entertainment, Milwaukee, WI January-December 2012

Event Planner

- Utilized marketing knowledge and personal connections to promote downtown night events
- Negotiated with local night club to offer affordable drink prices for college students
- Created the "Every Other Weekend" customer rotating system to rotate customers for night club
- Organized limousine service for special occasions

HONORS AND ACTIVITIES

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- Member of the Freshman Dorm Community Floor (Represented diversity in the freshman class)
 - Received Marquette University Ignatius Merit and Service Scholarship
 - Bilingual Host of the "Love China" Youth English Competition (3 times)
 - Mentor of the Marquette University International Student Mentor program
 - Member of the Marquette University International Business Student Association
 - Foreign exchange student (1 of 2) to Philipps-Universität Marburg in Marburg, Germany