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## ➤ OBJECTIVE

A responsible business position which will provide challenge and freedom where I can bring my initiative and creativity into full play.

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## ➤ EXPERIENCE

**Taiwan Trade Center, Beijing**—Beijing, China 2013.09-2013.12

*Marketing Event Assistant*

- Targeted, segmented clients, and identified special promotion needs of these 30 companies
- Classified the information of client and recommended the suitable Trade Expo schemes to them
- Arranged the Expo event affairs, implemented the expo schemes

**Beijing Olendor Ad. Agency**—Beijing, China 2013.01-2013.07

*Marketing Specialist*

- Implemented firm's culture and strategies into marketing behaviors
- Provided support to sales processes by searching out potential business opportunities
- Built long-lasting relationships with vital community advertisers, which resulted in a mass revenue growth (About 6 advertisers)

**Museum of Digital Arts, China Millennium** 2012.06-2012.10

**Monument**—Beijing, China

*Event Project Associate*

- Built the project work breakdown structure
- Provided knowledge about new media, especially in "Big Data" to 30 non-professional staffs
- Executed planning, design, and construction of 20% part of the exhibition (20 art works)
  - Maintained social network for the museum, created and posted 24 status on Weibo.com

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## ➤ EDUCATION & ACTIVITIES

**Missouri State University (AACSB)**—Springfield, MO, USA

*Master of Business Administration (MBA)*

2014.12

- **GPA 3.8.** To be continued

**Communication University of China**—Beijing, China

*Bachelor of Art in Economics*

2013.07

- **GPA 3.5.** Majored in International Cultural Trade, which emphasizes in cultural products and multi-culture communication

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## ➤ HONORS & AWARDS

- Beta Gamma Sigma (ΒΓΣ) Honor Society member (Top Business students only) (2014)
- University Academic Fellowship (2012); University High Distinction Scholarship (2012); 3rd prize, Tencent Venture Competition (2012); Dean's List Graduate (2013)

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## ➤ PUBLISHMENT

- *The Annual Report on Chinese Music Industry*

The article was published in *Annual Report on International Cultural Trade of China (2012)*, which is the yearbook of Institute for Cultural Industries, Peking University

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## ➤ TECHNOLOGIES&LANGUAGES

- Fluent in English, Chinese
  - Both Win & Mac User, MS Office (Word, PowerPoint, Excel, etc.), iWork (Pages, Keynotes Numbers), Prezi
  - Eviews, SAS, Microsoft Visio/Project
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