

## Objective

*Accomplished & achievement-driven Honors Graduate interested in working in Business Area*

## Education

**Saint' Joseph's University**, International Marketing (GPA:3.67/4.00)

**01/2013 - Now**

**Hong Kong Polytechnic University**, Hotel & Catering Management (GPA: 3.57/4.00)

**09/ 2008 - 11/2012**

## Working Experience

**Future Complier Company Ltd, Mainland China and Hong Kong**

**11/2010 - 12/2012**

### Co-founder & marketing director

- Worked as the marketing director managing the sole online sales channel through the website **Zhiyoula.com** for Future Complier Company Ltd in Hong Kong & Chinese mainland
- Targeted start-ups as a major group of potential customers to stimulate and grow customer base
- Deployed WOM strategy via famous social media channels such as Facebook and Twitter's Chinese Counterparts -"Renren" and "Sina Weibo" to build brand awareness & recognition
- Led a team to design such student-oriented season packages as "graduation tour" or "gap year flies"
- Boosted registration rate over 30 % on average for consecutive three quarters in 2011 with enhanced service

### Citibank, China

#### Business Development Intern

**06/2010 - 09/2010**

- Leader of the Yong Talent Program, analyzed potential abroad students' need and designed "studying abroad" package
- Co-worked with personal banker to conduct customer segmentation research and performed personal financial planning
- Assisted with senior manager on business activities such as campus or public financial knowledge lecture
- Managed confidential personal information following the defined business rule in the business development group
- Provided general support including ordering supplies and managed routine staff meeting

### Sheraton Hotel Beach Resort, China

#### Marketing Intern

**06/2009 - 01/2010**

- Co-worked with a team of experienced marketing representatives to design monthly products and promotions
- Updated internal statistic relating to the Customer Satisfaction Index (CSI) contribution to hotel performance
- Handled customer complaints, solve conflicts and followed up with customers with questionnaires
- Provided assistance with ordering and setup of internal or external event planning
- Coordinated sales personnel on a daily basis and increased 23% sales on beverage for the summer season

### P1 Magazine, Hong Kong and China

#### Photographer & Visual Merchandiser

**06/2008 - 01/2009**

- Worked in designer studio with experienced photographers to adopt the fashion trend philosophy from all East Asia Areas
- Helped models pick up the most trending clothing and prepared design theme for the clients
- Visualized store windows and layouts for Summer & Fall Collection
- Designed floor sets, store windows and schematics for clients opening store in Hong Kong
- Handled client requests in a timely manner with over 96% satisfaction rate feedback

**SKILLS** • SWOT Analysis • Advertising • Brand Marketing • Social Media Marketing • Client Relationship • Business Development • Microsoft Office • Adobe Photoshop/Lightroom • English, Mandarin and Cantonese