

SHUHUI GUAN

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EDUCATION

Bachelor of Arts, Advertising
Michigan State University — East Lansing, MI, United States

2015

DESCRIPTION

Marketing assistant with experience in both online and direct mail marketing campaigns and strategy. Solid understanding of digital marketing, including SEO, PPC, SEM and social media marketing.

SKILLS

- Analysis and Critical Thinking
- Teamwork and Organization
- Computer- PC/Mac; Microsoft Office (Word, PowerPoint, Excel)
- Social Media- Facebook, Instagram, LinkedIn, Twitter, Weibo)
- Language- Fluent in both written and spoken Mandarin

PROFESSIONAL EXPERIENCE

Manager Assistant
Beijing Jialinhui Kang Medical CO., LTD — Sanmenxia, Henan

- Promote the products on website and hospital
- Assist the manager to collect and analyze the data

May 2014 to Jun 2014

Marketing Specialist
Sanweiqi Food CO., LTD — Sanmenxia, Henan

- Worked in more than 5 branches and analyzed the sales performance
- Participate in the business development in other province

May 2012 to Aug 2012

VOLUNTEER EXPERIENCE

Volunteer, Wenchuan Earthquake, China in 2008, October

- Help building the temporary shelters for victims
- Doing the data statistics

INTERESTS

- Enjoy reading the daily newspaper and fashion/design/art magazines
- Enjoy traveling, learning the local culture
- Watch the football and basketball game, music concert, art exhibition