

## Linlin Zhou

Boston, USA • +01 8572779760

[Lzhou2015@student.hult.edu](mailto:Lzhou2015@student.hult.edu) • [zhoulinlin00@gmail.com](mailto:zhoulinlin00@gmail.com) • [www.linkedin.com/in/name](http://www.linkedin.com/in/name)

### Profile

---

Master of International Marketing candidate with work experience in brand activation, classic marketing media, digital marketing and education. Always focusing on the conversation behind the campaign, seeking a role in marketing department in education industry. Fluent in Mandarin, Chinese and English.

#### *Relevant Knowledge, Skills, and Training*

- Education • Project and event management • Business plan development • Digital marketing • International marketing

### Education

---

#### **Master of International Marketing**

Expected August 2015

HULT INTERNATIONAL BUSINESS SCHOOL—Boston, MA, USA

*World's most international business school. Top 10 FT ranking for international business and experience.*

- Earned scholarship \$15300
- Team leader in advertising design group

#### **TESOL program of linguistics -Teaching English as speaker of other language**

June 2014

UNIVERSITY OF LIVERPOOL – LIVERPOOL, UK

- Team Leader in Curriculum design program

#### **Bachelor Degree of English Translation**

June 2012

SOUTH OF CHINA AGRICULTURAL UNIVERSITY – GUANGZHOU, CHINA

- Team Leader in psychological department in Student Union

### Professional Experience

---

#### **EF EDUCATION. —GUANGZHOU, CHINA**

July 2014 – September 2014

*Famous education brand in the world*

**Digital Marketing Intern.** 'Right-hand' to the digital marketing manager supporting digital marketing and e-commerce activities. Involved in developing CRM and social media strategies targeting China market.

- Setting up a social media strategy targeting new students
- Analyzing the current CRM strategy and helping to build a new channel strategy.

#### **THE CHINA EXPORT COMMODITIES FAIR—GUANGZHOU, CHINA** September 2012 – September 2014

*The largest export fair commodities fair in China*

#### **Marketing manager and interpreter**

- Took the part-time jobs to accept the foreigners and communicate with them as an interpreter in the The China Export Commodities Fair, to introduce the company and the products I was in charge and helped to translate some material
- Collected the relevant information to design marketing strategy online and offline specially digital marketing and customer acquisition. Also gave the help to arrange and dismantle the exhibits.

#### **NO 7 MIDDLE SCHOOL. —Guizhou, China**

February 2008 – May 2013

**Volunteer English Teacher Intern.**

- Be responsible for English teaching, made teaching plans for students, including the specific learning targets and the level they should reach
- Used a bilingual pedagogy in the class in order to let the students better understand the meanings, similarities and differences between English and Chinese by translating from their first language.
- Gave the assignments to the students according to the requirements of the curriculum and students levels. Also had the responsibility for guiding the students to learn English in a professional way.
- Used a variety of pedagogies in order to cultivate the students' interest in the language learning, also encouraged students' discussions in class.

**Additional Information**

---

**Languages:** Fluent English, Mandarin and Cantonese

**Technologies:** Google Analytics; Google Adwords; Marketing automation software. Microsoft Office.

**Extracurricular Activities:** Sing, achieved the bel canto 6th Level; Calligraphy and got the honor of 3rd Prize in national completion; Harvard Leadership Workshop Boston; AMA Boston Winter Volunteer Recruitment Event