




# Chris (Shuaiwen) Guo

## MARKETING SPECIALIST

### Personal Details

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### Personal Profile

*A fully rounded efficient professional with extensive strategic and operational experience applied within the **Marketing Industries**. I have formal qualifications in legal English; with skills in logistical and analytical operations; and an ability to easily adapt to diverse roles; with a wide range of site and office based skills, including but not limited to:*

- **Ability to apply marketing requirements practically within the workplace**
- **Broad knowledge of Market Research, Data Analysis**
- **Ability to converse and liaise with a diverse range of people**
- **Ability to work under pressure, unsupervised and prioritize tasks**
- **Microsoft Office Suite, and other computer applications**
- **Problem solver and apply initiative**

### Core Industry Skills

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Digital Marketing  
SEO  
Branding  
Social Media Marketing  
Marketing Strategy & Research  
CRM  
Customer Service  
Event & Community Management  
Data Analysis  
Storytelling

### Expertise

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Microsoft Office  
WeChat Official Accounts  
Shopify (Online Order System)  
Hubspot (CRM System)  
Mailchimp (Email Marketing)

Typeform  
YouTube Channel Management  
Canva

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## Education and Qualifications:

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2016 | Master of Business (field in Marketing) – The University of Queensland, Brisbane – Australia  
2015 | Barista Training Workshop – SA Coffee Studio, West End, Brisbane 2015 | RSA Certificate – Galaxy Training Australia  
2015 | Graduate Certificate in Tourism, Hotel and Event Management – The University of Queensland, Brisbane  
2014 | IELTS Total 7.0 (Listening 7.5, Reading 6.5, Writing 7.0, Speaking 6.0)  
2014 | The Teachers' Qualification Certificate of the People's Republic of China  
2013 | Bachelor of English (field in Law and Business) – The Southwest University of Politic and Law – China

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## Employment History:

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**Name of Company:** JR Academy

**February 2019 - Current**

**Position Title:** Marketing Director

**Project Overview:**

*Marketing and branding responsibilities at an information technology training company with the overall purpose of making the everyday running and the customer service.*

**Project and personal highlights:**

- Planning and implementing social media campaigns, including Freshmen Welcome Party, Expertise Face-to-face, Offer Harvester, to engage with customers and got over 5,000 new sign-ups.
- Successfully organized and host offline events with a turnout of over 2,500 participants, including Queensland Professional Careers Fair, Speed Dating, etc.
- Attract over 5,000 new followers on WeChat Official Account via day-to-day management.
- Identifying and planning different types of products that increase product categories.
- Making the revenue of Brisbane Headquarter over \$150,000 in one month.

**Roles & Responsibilities:**

- Managed social media platforms including administration, content creation, monitoring and measuring performance
- Organised offline events including social meet-ups, panel discussions, and information sessions to engage with our customers and the public
- Assisted Customer Service in managing a complex customer base facing our website and solved communications and technical problems
- Built professionals and university students communities and engaged with members via online campaigns and offline events
- Facilitated communications between Headquarter in Brisbane and our other branches in Sydney, Melbourne and Adelaide.

**Referee:**

Yanbo Wang, CEO in JR Academy

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**Name of Company: Sallyrose Boutique**

**August 2018 - February 2019**

**Position Title: Supervisor**

**Project Overview:**

*Selling and marketing responsibilities at a women's wear company with the overall purpose of making the everyday running and the customer service.*

**Project and personal highlights:**

- Mastering the different brand knowledge and explain them to customers professionally and proficiently when they ask
- Planning and implementing the various marketing and advertising campaigns and events in different festivals around the year.
- Styling technics that provide the best match for customers in different modeling for various accessions
- Identifying different brands and types of clothes that should be classified in stock and in store
- Ensuring the amount of display clothes
- Giving appropriate guides and recommendations to customer

**Roles & Responsibilities:**

- Give enthusiastic welcome greetings for customers
- Ask for requirements of customers
- Provide professional recommendations of the styles and sizes
- Use transaction system to finish transactions accurately
- Change store display regularly for promotions
- Plan different customer gathering event in various themes
- Separate new stock in different types and brands
- Pack extra products to stockroom
- Pack clothes for transfer and return

**Referee:**

Jenny Feng, Store Manager of Sallyrose Boutique in Westfield, Garden City

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**Name of Company: Australian Legal and Migration Visa Solution**

**Oct 2016 – Nov 2017**

**Position Title: Practice Manager**

**Project Overview:**

*Managerial responsibilities at a law firm with the overall purpose of ensuring the smooth day-to-day running of the legal office*

**Project and personal highlights:**

- Identifying relevant legislation that applies to the law office and their staff
- Ensuring compliance through implementing relevant procedures
- Drafting appropriate documentation, including data protection, health and safety, business and legal services.

**Roles & Responsibilities:**

- Coordinate and host weekly environmental meetings
- Ordering stationary and other supplies required day to day to day use in the office
- Maintaining office records relating to contracts with suppliers
- Answering the telephone, greeting clients, and checking the general office email address
- Creating new client files and completing file-opening procedures.

**Referee:**

Amanda Scott, Principal Solicitor in ALMVS.

Email: amanda@almvs.com

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**Name of Company: Xinxiang Chamber of Commerce Grand Hotel**

**July 2013 – October 2013**

**Position Title: Assistant in Human Resource Department**

**Project Overview:**

*Big scale employers and companies requiring specialised tourism, hospitality and event management*

**Project and personal highlights:**

- Creation of specialised and customised company documentation
- Develop and implement comprehensive Company Management Plans

**Roles & Responsibilities:**

- Liaise with staff requirements and gaps in systems
- Create system and customised documentation
- Create (if required) business plans, safety, quality and other systems
- Trial forms for ease of use
- Deliver completed package
- Invoicing and company follow up

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**Prior Roles available on request, with role titles including:**

- Marketing Planner
- Market Researcher
- Marketing Executive
- Media Planner
- Social Media Manager
- Event Manager
- Product Manger

