个人简历 2016届 应届生

office@microsoft.com 180 1000 1000

**教育背景**

* 2015.10-2016.10 研究生 斯德哥尔摩大学 全球媒介与通信传播
* 2011.9-2015.7 本科 中国传媒大学（985/211高校） 新闻传播系
* 核心课程：传播学、公共关系学、传媒经济学、广告运作实务与流程、市场营销、社会调查方法等

**实习经历**

**2014.11-15.2去哪儿网 产品运营实习生 北京**

* 与日旅会合作，负责校园活动的策划和执行，累计参与人数 2000+，活动网站总 PV 150 万+，总 UV 90 万+；
* 参与第二期页面功能设计，构思功能模块、协助设计师完成交互设计、跟进开发团队优化需求；
* 负责页面整体文案，策划推广方案并执行，联络站外优质用户 21 人，为站内贡献 UGC 内容，并积极维护增加其粘性；
* 负责线下 18支校园大使团队的换届、招新、自主活动的组织与指导；

**2014.7- 2014.11 搜狐畅游 产品运营**

* 监测海豚浏览器、Clauncher 等产品海外渠道推广状况，分析评估产品日常渠道数据；
* 运营产品 MoboPick，包括内容运营及产品数据日报制作，结合用户需求进行产品优化创新；
* 配合产品经理进行新产品市场调研，协助进行 Geemobi 网盟平台系统全功能测试使用。

**社会实践经历**

**2011.3 - 2013.1 AIESEC 出境交流部志愿者方向主管 中国北京**

* 带领 3 支跨校团队成功为超过 90 名在校大学生匹配海外志愿者体验机会；
* 拓宽志愿者项目合作到 24 个不同国家， 实现部门业绩 2 倍增长；
* 在不同学校组织市场调研、举办宣讲会、招募面试参与者，使协会覆盖扩宽到 6 个北京高校；
* 领导一个 9 人团队为近 500 个新成员筹划并成功举办北方地区迎新大会，与会成员为来自清华、北大、人大等中国北部优秀大学的学子，会议为期 2 天半。

**获奖&特长**

* 校内荣誉 国家励志奖学金、优秀学生奖学金、校级优秀学生干部、音乐摄影等文艺类奖项若干；
* 语言能力 英语听说读写能力强，雅思 7.5 分，CET6-623 分，《破产姐妹》字幕组听译成员；
* 文字审美 曾获全国新概念作文大赛一等奖、奔驰（中国）公司全国设计大赛设计师大奖；
* 爱好特长 擅长长笛、舞蹈、吉他等，热爱摄影与旅行。曾任院迎新晚会领舞，音乐原创作品获校级奖项；
* 自我评价 高效工作，抗压、多任务处理能力强；热衷新鲜事物，自学能力强。

Resume 2016 Fresh Graduates

office@microsoft.com 180 1000 1000

**EDUCATION&QUALIFICATION**

**-Stockholm University**, Center of Cultural Policy Studies, M.A.Global Media and Communication (Oct. 2015— Oct.2016)

**-Communication University of China**, School of Literature and Journalism, Communication (Sept. 2011— Jun. 2015)

**-Core Curriculum**: Advertising Operation and Practice, Public Relations, Media Economics, Social Survey Methods

**-Honor**: Gained the National Endeavor Fellowship, Third Prize Scholarship and Excellent Student Leader, CUC

**INTERNSHIP EXPERIENCE**

**Operation Management Intern, Baidu, China 2014.7-2014.11**

* Redesign and expand the homepage: design the functions and copies (including the former user research)
* Organize annual conference and annual big project: combine the external resources and implement activities
* Introduce high-quality users from other websites and promote them to create more UGC
* Participate in the whole process of product launch: draft MRD-design-cooperate with RD&UE-test-promote
* Manage the campus teams: responsible for member recruitment, election, events organization in 18 teams

**Product Manager Intern, Sohu Changyou, Beijing, China Nov.2014—Jan.2015**

* Monitored overseas promotion of products including Dolphin Browser, analyzed and evaluate related data
* Assisted in product (MoboPick) daily operation, providing key stats, summaries and optimization strategies
* Assisted Product Manager in analyzing market demand and preference for new products

**CAMPUS EXPERIENCE**

**AIESEC BJTU (Customer Service Team Leader, Vice President, Global Volunteer Program), 2011.3 – 2013.1**

**Run Global Volunteer Program and Lead an Entity (AIESEC BJTU) as a team, 2012.1 - 2013.12**

* Leaded 3 schools’ teams, attained the goal of 90 volunteers in number and assured their experience in quality
* Increased the number of voluntary destination country to 24, which is 200% of before
* Expended the organization to 6 Beijing universities by organizing promotion, recruiting and interviewing new volunteers
* Leaded a 9 persons’ team and organized regional induction conference for 500 delegates in two and a half days

**ABILITY**

**Language:** Fluent in English CET6-597, IELTS 7, TOEIC 950, Member of the Big Bang Theory Fansub Group

**Skills:** Proficient in Adobe Photoshop, excellent writing skills,Second Prize of the National New Concept Composition D Contest and Designer Award of the BMW MINI National Design Competition.

**Hobbies:** Piano, ballet, guitar, photographing.

**Self-assessment:** Excellent communicator, team player and hard worker, self-motivated,curious and passionate.