

Photo



BRAND

INDIVIDUAL CHARACTER

Strategic resource development and brand operation and management work experience.

Good at enterprise strategic cooperation, brand strategic operation, media publicity, marketing promotion, etc.

Keen on thinking, love learning, and good at communication.

CONTACT ME



EDUCATION

RENMIN UNIVERSITY OF CHINA Sept. 2011 - Jun. 2015
I completed my undergraduate study in the School of Journalism and Communication. I was good at communication and writing, and completed the introduction study of law, psychology, economics and management.

MBA (AT SCHOOL) RENMIN UNIVERSITY OF CHINA Sept. 2021 - Present
Systematically studying management knowledge, analyzing case practice, extensively learning knowledge of various disciplines, summarizing management wisdom, and forming a knowledge system to guide practice

SKILLS

PHOTOSHOP



ENGLISH



OFFICE



WRITING



INVESTMENT



HOST



WORKING EXPERIENCE

Boao Forum for Asia Jun. 2015 - Nov. 2016
Responsible for the preparations for the Boao Forum for Asia Annual Conference and the daily media operations and for the publicity of the Melbourne Conference and Astana Conference of Boao Forum for Asia in 2016.

Panda Financial Holding Group (Listed Company) Nov. 2016- May 2019
Responsible for the brand building of the group. Sorting out the brand status of the company, formulating the brand management strategic plan, building the brand work system, formulating the annual and quarterly brand publicity plan, and promoting the implementation according to the actual situation of the company's development,

The GOLDTECH Group (An international financial group) May 2019 - Present
Promoting and implementing the market strategy plan, enhancing the image positioning of the group to a global venture capital group led by "science and innovation park + technology investment", and assisting the brand director to build a brand strategy system and formulate annual and semi-annual brand communication plans according to the company's strategic goals of the company,

Statement of Interest

My past work experience and practice have made me deeply realize the importance of the international vision. And in my perspective, management is not only a separate subject, but also closely related to psychology, philosophy, social environment and other aspects. In the era of globalization, interdisciplinary, cross-regional and cross-border learning and communication can stimulate our own innovation ability, and provide guidance and experience for the future social practice and global business cooperation in the work.