

[REDACTED] (Rose)

No.59 Zhongguancun Street, Haidian District, Beijing

(+86) [REDACTED] [REDACTED]@ruc.edu.com

## EDUCATION

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**Renmin University of China** 2021. 09 -Present  
Business School, RUC IMBA Beijing

**Beijing University of Posts and Telecommunications** 2012. 09 - 2016. 06  
Bachelor of Economics and Management Beijing  
Major in Information Management and Information System  
CET 6 548 TOEFL 91

## PROFESSIONAL EXPERIENCE

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**Beijing Xingzhi Exploring Culture Development Group Co.,Ltd** 2018.5-2021.9  
**Director, Marketing Department** Beijing

- Strategic planning in brand image and brand influences
- Increase the sales leads and work closely with sales department to expand the market share
- Giving product upgrading suggestions according to the reaction in the market
- Committee member of Ultra EMBA Gobi Challenge
- Popular expedition leader for Arctic and Antarctica

**Beijing Hantu International Travel Service Co.,Ltd** 2017.2-2018.4  
**General Manager, Africa Department** Beijing

- Open up a brand new Africa Department in a traditional travel agency by investigating, analyzing and integrating the local tourism resources in Southern and Eastern Africa countries
- Commercializing of the anti-poaching camp in Manapools, Zimbabwe
- Design, promote and implement luxury and environmental friendly African safari tours

**Bear Grylls Survival Academy China** 2015.11-2017.1  
**Manager, Marketing Department** Beijing

- Introduce the Bear Grylls Survival Academy(BGSA) IP into the Chinese market
- Localization and launch the BGSA courses and set the standard operating procedure

## Social Responsibility

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- Sports and lifestyle Blogger/ Vlogger on Weibo with 118,000 followers [REDACTED]
- Project owner and protagonist of Sustainability Tour with European Union Delegation of China [REDACTED]
- Founder of China Polar Guide Association, to promote the international status of Chinese expedition leaders

## Personal Interests

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- Amateur Rowing Athlete , 3 National Gold Medals winner
- Trail Race Runner/Road Bike Rider
- National Level 3 Mountaineer