



胡琴 (Amanda)

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自我评价: 沟通能力和团队协作能力极强!性格开朗, 具有优秀判断力和执行力; 注重工作效率及工作质量, 抗压能力强; 学习能力强, 英语专业八级, 语言表达能力优秀; 热爱运动, 富有活力, 适应能力强。

教育背景

北京理工大学(英语笔译)	硕士	2021.9-2023.6
辽宁大学(英语)	本科	2016.9-2020.6

实践经历

- 2021.07-2022.08 线上教育 负责人
- 深入理解教育产品体系, 洞察消费者需求:** 结合线上线下渠道对市面 11 家辅导机构进行调研, 分析其产品定位, 授课渠道, 价格策略等。精细化分析消费者画像, 总结家长对孩子学科教育 3 大痛点。
 - 输出产品投放策略, 招生 27 人:** 紧扣客户需求撰写文案, 设计招生宣传图, 借助 5 个线上平台宣传课程; 线下采用定量创意信封营销, 为客户提供咨询服务, 提供线上录播免费试听课, 实现课程签约 27 人。
 - 按需制定课程, 累计授课 1078 小时:** 根据需求为客户量身打造个性化课程, 制定培训日程和课程内容, 根据客户需求和现实情况动态调整授课模式, 实现创收总计约 100,000 元。
 - 数据分析及业务洞察, 实现 100%续课率:** 及时与客户沟通, 接收整理反馈, 按季度/月度阶段性评估课程效果, 促进创新教学模式的开发和产品质量的提升, 实现后续课程续课率 100%。

- 2021.04-2021.06 东莞市台铃贸易有限公司 项目助理实习生
- 搜集政策信息, 协助推进 BOI 项目:** 搜集汇总 BOI 相关政策, 收集相关信息, 参与讨论, 提出建设性意见; 协助安排商务谈判和项目演示, 并完成会议纪要, 协助完成 BOI 申请书信息核对修改。
 - 协助接待外籍客户, 维护客户关系:** 负责外籍来访人员接待, 协助项目经理向合作企业代表人介绍工厂及产品, 负责后续跟踪, 促成商务合作。
 - 文件翻译和整理:** 负责部门项目文件, 信函等翻译, 协助规范文档工作, 累计整理文档 11 万字, 翻译 7 万余字。

校园经历

- 2018.6-2018.9 校艺术团团长 辽宁大学 70 周年校庆
- 活动策划, 宣传预热:** 据学校要求, 参与策划校庆活动, 联合校园 KOL, 校学生会以及社团协会对活动实时宣传预热, 借助校园平台宣传活动讯息, 两周时间内收到 600 余份申请, 选拔演员 146 人。
 - 沟通协调, 工作汇报:** 负责各部门及演出人员间的沟通, 协调各部门人员工作分配, 整合校内资源, 推进活动进程, 实时向上级汇报工作。

- 2016.11-2019.5 学生会副主席
- 活动策划与执行:** 组织参与三年迎新晚会活动, 参与人数 300 余人, 负责台前幕后工作; 带领院辩论队参加学校比赛, 获外院历史最佳成绩; 带领组织的“爱满正良”志愿服务项目获“辽宁大学十佳品牌志愿服务项目”。
 - 财务管理, 推文撰写:** 根据学院财务情况, 控制经费预算, 分配活动经费; 负责学院团委公众号文稿撰写, 记录学院活动进展和成果。
 - 文件收集与整理:** 负责学院本科生和研究生 800 余人基本信息汇总和审核工作, 连续三年负责收集整理学院班级, 团委, 学生会的所有活动文件, 利用 excel 可视化和 Vlookup 分析本院学生基本情况, 帮助老师管理学院事务。

个人技能

- 语言能力:** 英语专业八级, 辅修法语
- 计算机水平:** 熟练使用 office 办公软件(Vlookup, 数据透视表), X-mind, ABBYY, Trados

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Self Evaluation: Self-motivated and highly collaborative; Great facilitator; Strong problem solving and analytical skills; Expected to be knowledgeable of market and industry trends, competitors, and leading customer strategies; Passionate about sport and energetic.

Education

Beijing Institute of Technology	Master's in Translation	2021.9 -2023.6
Liaoning University	Bachelor's in English	2016.9- 2020.6

Social Activities

2021.07-2022.08	Online Education	Self-employed Business
<ul style="list-style-type: none">Conducted in-depth research & analysis on market and acquired the demand of consumers: Obtained the status quo of after school training online and offline; Responsible for creating a pen portrait of the consumers and identifying their demand for educational product.Ideation & Execution of marketing strategy: Designed the advertisement and posted it on social medias including Weibo, Zhihu and Little Red Book; Collected information of target consumers and provided half-hour free classes, succeed in enrolling 27 candidates within 10 days.Customized products and gave 1078 hours lessons: Designed educational products based on consumers' need and reality condition, with salary totaling over 100.000 yuan.Collected the evaluation of consumers and analyzed the data of students' performance: Made monthly reports to reflect the teaching effect to innovate teaching mode, achieving 100% subscription rate.		
2021.04-2021.06	Dongguan TAILG	Project Assistant Intern
<ul style="list-style-type: none">Responsible for collecting data and information to facilitate BOI project: Compiled relevant policies about overseas investment in Thailand and provided suggestions for BOI application; Assisted to arranged meetings and recorded minutes of meetings.Document translation: Responsible for translation of documents and mails of over 70,000 words.Responsible for the reception of foreign visitors and interpreting work for manager: Helped Project manager to introduce the products and factory to overseas partners.		

School Activities

2018.6-2019.3	College Art Troupe	Troupe Leader
<ul style="list-style-type: none">Responsible for dancer recruitment, program ideation, rehearsal of major performance for over 10 times, and won the 2nd price in National College Art competition.Participated in the organization of the 70th Anniversary Celebration of Liaoning University: Steered the integral process, worked with internal and external creative resources to develop new creative strategies. Combined online platforms and offline channels to recruit 149 talented students and participated in 5 dances.		
2018.4-2019.4	Student Union	Vice President
<ul style="list-style-type: none">Organized activities: Organized and participated the welcome party for the freshman for three years, involving more than 300 students; Arranged and led debate team to win the 3rd prize in campus debate competition; Collaborated with members in various departments to launch the volunteer service project "Spread love in Zhengliang", one of the best 10 volunteer projects of LNU.Controlling activity budget and managed college financial condition; Collected and analyzed the information of more than 800 students with Excel and PPT to help the instructor to manage affair.		

Skills:

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- TEM-8 Certificate**
 - Microsoft Office Software(Vlookup, Sumif)**, X-mind, ABBYY, Trados