

# CAREER DEVELOPMENT SERVICE

## The Cranfield MSc Strategic Marketing Introducing the Class of 2012



MBA & MSc Recruitment

*Cranfield*  
UNIVERSITY  
School of Management

## Details



Name:  
Mrs Neha Bhatnagar  
Aggarwal  
Nationality:  
Indian

Languages:  

- Hindi

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling, tasting and cooking  
new cuisines, news and culture,  
and outdoor activities.

## Personal Statement

Confident communicator, hard-working, resourceful professional with track-record of holding mass audience's attention. Fast learner, quick thinker with the strength of delivering in challenging situations, against tight deadlines. Diligent team player who enjoys working in a multicultural environment. Keen to build on extensive broadcast media experience and communication skills to work in a strategic planning and communications role.

## Key Achievements

Increased output by 110% from the UK for India's top rated news network. Personally filed over 200 news reports in two years establishing a strong network presence.

Won the Chevening Award for Young Broadcast Journalists to study International Journalism at Bournemouth University in 2007. Work experience with the BBC, Channel 4 News and ITV Meridian.

Promoted every year since starting career in broadcasting. Recognised for fast, accurate crisis reporting and anchoring, including news coverage of London Riots (2011) and Mumbai floods (2005).

## Qualifications:

Chevening Award for Young Indian Broadcast  
Journalists  
Bournemouth University  
2007 - 2007

BA (Hons) History  
St. Stephen's College, Delhi University  
1999 - 2002

## Career History:

### **TV Today Network: UK Correspondent - London, UK (Sep 2009 - Present)**

**TV Today Network is India's largest news network, broadcasting to an audience of up to 75m across nine countries in Hindi and English.**

- Doubled news output from the UK as the sole news representative of the company in the UK and expanded network's presence by filing over 200 first-hand reports on all major news including the London Riots.
- Saved the organisation substantial expenses (50%) by reporting fluently in English and Hindi while single-handedly filming and reporting as a video-journalist.
- Presented live special show on the Royal Wedding, half-hour special show on Phone Hacking Scandal, one-to-one interview with Harry Potter stars and an exclusive interview with the top Bollywood actor Shahrukh Khan. Successfully carried out an exclusive investigative international assignment from Milan, Italy in 2011, on the Bofors defence scandal that rocked politics in India.
- Successfully pitched and contextualised international news from the UK for domestic and global Indian audience. Story selection, energetic reporting style, presence of a familiar Presenter and the choice of inputs catered to the network's viewers.
- Significantly reduced delays in news reporting from an international location by managing time difference between India and the UK. Changed working hours, consistently updated technical know-how, learnt professional filming, and implemented broadcasting and production experience in field reporting to decrease turn-around time.
- Established a strong base in the UK by building a fertile network of credible contacts and sources, liaising with PR representatives and fellow international journalists.

### **TV Today Network: News Anchor and Principal Correspondent - Delhi, India (Dec 2004 - Jul 2009)**

**TV Today Network is India's largest news network, broadcasting to an audience of up to 75m across nine countries in Hindi and English.**

- Communicated confidently to mass audience by presenting live news in English and Hindi for up to eight hours a day on a variety of issues including politics, entertainment and sports.
- Contributed in ensuring high market share (19% of Hindi news and 15% of English news) and some of the highest ratings as an Anchor presenting live international and domestic breaking news to a global Indian audience on historic events such as the USA elections, Saddam Hussein's execution and terror strikes across India in 2008.
- Significantly reduced network's costs as one of the first presenters to initiate bilingual anchoring (English and Hindi), saving the expense of separate presenters for different language channels. Pitched the same news to different language audience by varying anchoring styles and presenting techniques. Built on credibility and loyal audience share as a presenter to increase viewership of other news channels within the network.
- Successfully communicated company's brand, ideology and style to the target audience as one of the final communicators of the news inputs of a team of up to 1000. Participated in strategy meetings for pitching daily news and special shows to audience.
- Led broadcasting teams of four during crisis situations, ensuring fast, sensitive, accurate and comprehensive news coverage of events such as the ethnic violence in Orissa (2008) and floods in Mumbai (2005).
- Promoted every year for four years for successfully retaining and increasing viewership by quick thinking, bold questioning and ability to work in high-pressure situations.

### **Star News: Assistant Producer and Reporter, Delhi, India (Dec 2002 - Dec 2004)**

**Star News is a 24-hours Hindi news channel. It is a co-production of Star Group (a subsidiary of News Corporation).**

- Participated in launching Star News in Hindi in 2003 as a member of the core team. Star News market share increased over four times, from 7% to 30% within the first four months of its launch.
- Promoted within the first four months of joining Star News, from Trainee to Assistant Producer, two months before the end of the traineeship period. Exhibited the ability to multi-task (report, produce, edit), quickly learn and apply newsroom skills, work against tight deadlines, understand network requirement and exceed expectations.
- Packaged news reports for breakfast bulletins whilst managing night shift by liaising with seven news bureaus in North India and monitoring news.
- Participated in training sessions to identify target market, analyse competition and creatively package news to gain significant market share. Learnt all aspects of broadcasting in a two-month workshop conducted by international trainers.

### **NDTV: Researcher - Delhi, India (Aug 2000 - Sep 2001)**

**NDTV (New Delhi Television) is amongst India's top pioneer national news broadcasters.**

- Selected from a team of six to conduct audience research for a special show on General Parvez Musharraf's Agra Summit in Feb 2001. Coordinated with the relevant audience in Delhi to secure their participation in the show in Agra.
- Ensured successful participation of relevant audience of up to 50 people for NDTV's flagship audience-based debate and discussion shows, such as We the People, Question Time India (BBC) and the Big Fight. Researched, liaised, invited and coordinated with the participants to facilitate quality interaction in the shows.

## Details



Name:  
Mr Peter Alber  
Nationality:  
Italian

Languages:  

- German
- Italian

Current Course:  
MSc Strategic Marketing  
Interests:  
Active sports person including football, hiking, skiing and biking. Interested in travelling and exploring foreign cultures (self-organised travels through the US and Scandinavia).

## Personal Statement

A highly motivated and open minded individual with a strong sense of responsibility and the determination to achieve goals. Capable of leading teams and motivating others to develop and deliver successful outcomes. Strong aptitude for working under pressure without compromising quality and targets. A confident and self-reliant working person, who is willing to face challenges in a flexible and dynamic environment.

## Key Achievements

Enabled the strategic decision making process by conducting detailed and extensive market research to determine the economic attractiveness of launching lactose-free products as an additional benefit.

Contributed to achieving record participation at the World Celiac Disease Day in Nuremberg by providing significant organisational support to the Marketing and Communications team.

Championship winner of the local football team on two occasions. As team captain motivated, encouraged and coached the team to achieve an outstanding result.

## Qualifications:

BA (Hons) in Marketing  
University of Parma, Italy  
2007 - 2010

## Career History:

### **Dr. Schär Group: Sales and Marketing Italy Intern, Postal, Italy (Feb 2011 - Jul 2011)**

**Dr. Schär Group is the European market leader in the gluten-free segment with three main brands Schär, DS and Glutafin.**

- Undertook focused market research on competitors' packaging to determine if it was the right decision to maintain or amend the current design. The research contributed to the final contemporary design packaging which stood out from the competition.
- Communicated and worked collaboratively with the Back Office team to ensure the timely settlement of credit notes, the accurate accounting of expired merchandise and the efficient dispatch of missing etiquettes. Controlled and updated data using Microsoft Dynamics NAV.
- Assisted the Trade Marketing Manager to expand the category management services by creating more than 20 planograms and applying the space management system 'Apollo Suite'. Ensured accuracy and adhered to strict deadlines in all activities.
- Actively contributed to a national meeting of merchandisers in Milan by outlining suggestions to improve efficiencies and reduce cost. These recommendations were implemented resulting in cost savings of 3%.
- Supported the Sales Italy team to successfully facilitate several in-store promotion activities. Compiled statistics and delivered a final presentation of findings.
- Controlled reports from tasting events and ensured up to date data was maintained. Completed the competition 'bread machine' by collating all necessary forms and sending prizes to the winners.

## Details



Name:  
Mr Dino Anders  
Nationality:  
German

Languages:  

- German (Germany)

Current Course:  
MSc Strategic Marketing  
Interests:  
Marketing, Sports (Jogging,  
Tennis, Football), Travelling  
and meeting people from  
different cultures and  
backgrounds, Reading, Cooking

## Personal Statement

Passionate and motivated marketer with a thirst for knowledge and initial experience in marketing, consulting and PR. A team player with the ability to work well in a multicultural environment and with strong leadership potential. Possesses an avid interest in marketing strategy coupled with creative instincts and strong analytical aptitude. Keen to make an impact as part of a global team in the creation of product marketing strategies.

## Key Achievements

Planned and organised the logistics for a press event in Lisbon for over 100 German, Swiss and Austrian Journalists respecting their specific needs. (Nissan Center Europe GmbH)

Carried out and evaluated market research and prepared an economic forecast for all four Nordic countries and subsequently analysed the respective competitors. (Toshiba TEC Nordic AB)

Researched and identified new supplier for specific parts of clients' product, which resulted in a 32% decrease in costs while maintaining the same high quality standard. (Kloepfel Consulting)

## Qualifications:

Further Study in Project and Process Management  
Institute for Marketing and Management IMM  
Centour in cooperation with Munich University of  
Applied Sciences  
2009 - 2010

BA (Hons) International Business Management  
University of Wales Institute, Cardiff  
2004 - 2007

## Career History:

### **Nissan Center Europe GmbH: Junior PR Manager Intern- Brühl, Germany (Jun 2010 - Nov 2010)**

**Nissan is a major Japanese car manufacturer. Nissan Center Europe GmbH is a trading company responsible for distribution and marketing activities in Germany, Austria and Switzerland.**

- Prepared and organised logistics for two press events overseas for national and international (Austrian and Swiss) Journalists.
- Organised a national Road Show in three cities for German Journalists. This included the handling of invitations for 300 Journalists and consequently the logistics of their arrival. Contacted and negotiated with event locations and caterers. Subsequently arranged for the transportation of press vehicles and press promotion articles to and from the different locations.
- Handled press requests for test cars in Germany, management of press car pool including 42 cars and the allocation of them to different magazines and newspapers. Independently contacted journalists to promote new models.
- Took responsibility as Assistant to the Head of Department for organising meetings and schedules and made travel arrangements. Assisted with preparation of presentations and supported the Head of Department with operative and conceptual ideas and the implementation of them. For example, brainstorming for future press events and their realisation.
- Prepared PR Departments' budget planning, book-keeping and cost planning. This resulted in a balanced budget for the current year. Also analysed and planned departments' budget for upcoming fiscal year and future events.

### **ProEvent GmbH: Junior Project Manager - Neuss, Germany (Aug 2009 - Nov 2009)**

**A small Marketing Services Company with a focus on events and incentives. Specialising in organising events in line with the Clients' Corporate Identity to develop a holistic concept to add value to the marketing activities.**

- Supported the business presentation of a new sports car for a major car manufacturer at 16 dealerships, across Germany. Involved in the preparation, planning process and the logistics and execution. Specifically responsible for five locations, with a team and to a tight time scale. Individually corresponded with the support crew responsible for handling the cars, the event locations i.e. dealerships, the respective caterers and technicians for the five sites.
- Overcame the challenge of time and the difficulty relating to the spread of locations across Germany as the tour was planned on 20 working days over three weeks by working out the details of the tour and exact time management. Worked out a timetable that most parties could work with which was difficult and only possible through negotiations and constant interaction with all parties involved.

### **Toshiba TEC Nordic AB: Intern - Solna, Sweden (May 2009 - Jul 2009)**

**Toshiba TEC Nordic AB (TND) is a subsidiary of Toshiba TEC Corporation Japan. The company is based in Solna, Sweden. TND is responsible for the Distribution, Marketing, Sales & Services of Toshiba branded Multifunction Document Products in addition to Data Projectors in the four Nordic Countries.**

- Carried out a research project on how to minimise costs of transportation for technicians at Toshiba TEC Nordic AB. Prepared and presented research with conclusions, possible alternatives and opportunities to the Project Leader and President. The result was the system used was the most efficient.
- Conducted and evaluated market research and prepared an economic forecast for all four Nordic countries and subsequently analysed the respective competitors. This enabled the president to act and plan based on the findings in respect to the world financial crisis and work out a business plan for the next period.
- Created and updated Budget Files, Monthly Budgets and Mid Term Business Plan. These accurate figures were presented to the president and regional managers to act upon the current situation and plan for coming months.
- Constructed a "How to..." Guide for the preparation of Daily Reports involving revenue and unit sales to enable future employees work more independently and have a clear focus of what is wanted and how it has to be created in line with company regulations i.e. it was standardised.
- Prepared and conducted interviews with the Regional Manager and Business Support Manager for articles for the company magazine, Toshiba Nordic Times. Included proofreading and editing of English texts. These interviews were especially needed for company morale and reassurance in the difficult time associated with the world financial crisis.

### **Kloepfel Consulting GmbH: Junior Consultant, Intern - Düsseldorf, Germany (Nov 2008 - Apr 2009)**

**Kloepfel Consulting is an internationally oriented consulting company with a focus on purchasing and procurement optimisation of medium sized enterprises.**

- Within six months, worked on two projects, medium sized businesses, each with a turnover of at least €200m and a purchasing volume of at least €40m. Successfully worked within a team to analyse clients' respective cost saving opportunities.
- Conducted market, competitor and supplier research, domestic and abroad, to establish background knowledge for future negotiations with current suppliers. Generated quotation requests, invitations to tender and bid appraisal of current and future suppliers. Consequently prepared and presented results in respect of competitors' analysis.
- Assisted in negotiations with suppliers by providing alternative offers and calculations as well as research in the respective field and its general costs, helped to achieve cost savings of 12% in total for one project.
- Researched and identified a new supplier for specific parts for a clients' product, which resulted in a 32% decrease in costs while maintaining the same high quality standard.

### **Private Tutor: English and German Teacher - Beijing, China (Sep 2007 - Jul 2008)**

**Private Tutor, teaching the curriculum to Chinese Students studying English and German in Beijing.**

- Tutored advanced students English and German. Overcame the cultural barrier and different perceptions of time by understanding and acknowledging the differences in culture. This affected the style of teaching as it was important to put more focus on culture and to point out the similarities they have in common instead of focusing on the differences.



## Details



Name:  
Mr Juan Aponte  
Nationality:  
Venezuelan

Languages:  

- Spanish

Current Course:  
MSc Strategic Marketing  
Interests:  
Fitness, scuba diving, travelling  
and getting to know different  
cultures, reading, cinema.

## Personal Statement

Highly motivated and results orientated professional, with strong analytical skills gained in different job positions in sales and trade marketing. Eager to work in a dynamic business, in order to be challenged in the marketing area.

## Key Achievements

Increased sales by an average of 15% with some of the most important customers of Kraft Foods through the execution of Category Management.

Conducted Shopper Research, led the field team and analysed the results that revealed new practical information for the organisation and created clearer guidelines for the sales force.

Awarded with the Andean Price "Values in Action" for contribution in the migration of regional commercial information to a new tool in the project Business Intelligence.

## Qualifications:

Certificate in Marketing  
Universidad Metropolitana, Venezuela  
2009 - 2009

BSc in Business Administration and Management  
Universidad Metropolitana, Venezuela  
2004 - 2009

## Career History:

### **Kraft Foods: Shopper Insight Analyst - Caracas, Venezuela (Oct 2010 - Jul 2011)**

**Confectionery, food and beverage conglomerate, marketing brands in more than 155 countries. 12 of these brands earn more than US\$1bn annually worldwide and include Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oscar Mayer, Philadelphia, Trident and Tang.**

- Executed Category Management (Portfolio and Space) for Cookies, Crackers, Desserts and Beverages in the most important Key Accounts by analysing historical Sell-Out data and shopper research. Communicated the project to the Senior Management Team and negotiated with the customer. This resulted in an increase in sales of approximately 15% in the categories involved.
- Created planograms for different categories and new product development for each distribution channel: Key Accounts, Supermarkets, Distributors and Wholesalers. Worked together with the Marketing and Sales areas to design planograms adapted to brands and the point of sale.
- Led a variety of Shopper Research activities with a team of five people from different regions, created surveys and analysed the results. This research resulted in valuable information for the organisation.
- Successfully managed the Trade Prices and Spaces resource, maintained a close relationship with the provider in order to analyse and communicate proper data of different channel prices, visibility and share of shelves.

### **Kraft Foods: Sales Intelligence Analyst - Caracas, Venezuela (Oct 2009 - Sep 2010)**

**Confectionery, food and beverage conglomerate, marketing brands in more than 155 countries. 12 of these brands earn more than US\$1bn annually worldwide and include Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oscar Mayer, Philadelphia, Trident and Tang.**

- Determined the National Sales Quota for every distribution channel. Adopted sales tendencies and the company's actual situation and decided the participation rates for the sales routes. Met the monthly deadline and effectively communicated the Sales Quota to the entire organisation.
- Created different commercial reports, such as Average Daily Sales, Inventories and Demand and administered different information systems. Facilitated the commercial information and analysis for decision making to Senior Management.
- Actively participated in the Business Intelligence project in which all the commercial information from Venezuela, Colombia, Peru, Ecuador and Bolivia was migrated to a new system. Collaborated with colleagues from the different countries and the consultancy firm and successfully implemented the regional project. Awarded with Andean Price: "Values in Action".

### **Kraft Foods: Traditional Trade Intern - Caracas, Venezuela (Apr 2009 - Sep 2009)**

**Confectionery, food and beverage conglomerate, marketing brands in more than 155 countries. 12 of these brands earn more than US\$1bn annually worldwide and include Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oscar Mayer, Philadelphia, Trident and Tang.**

- Learned to analyse Sell-In Data and created reports that helped the Regional and National Managers in their daily activities, and in their decision making process.
- Elaborated the Weekly Sales Estimate for the Wholesalers Channel and Distributors, using the commercial system information and the guidelines given by the regional managers. This resulted in becoming a useful sales guide for the sales force.
- Gathered regional requirements of POP material, according to the reality of each zone. Collaborated with the Trade Marketing Team which helped them improve the use and manufacturing of the material.

### **Plumrose: Institutional Relations Intern - Caracas, Venezuela (Jun 2008 - Sep 2008)**

**Operates as a subsidiary of the Danish Crown Group dealing with meat processing of pork and beef, is Europe's largest pork producer and pork-processing company.**

- Participated in the creation of social investment projects which required extensive research. Consolidated reports and delivered these to governmental institutions.
- Learned the procedures for importing raw materials and machinery. Created specific reports and files in order to apply for importation licenses, which allowed the continuity of manufacturing operations.
- Involved in progressing requests for obtaining foreign currency from the government due to exchange control, ensuring payments to international suppliers.

## Details



Name:  
Mr Paulos Berhe  
Nationality:  
German  
Second Nationality:  
Eritrean

Languages:  

- German

Current Course:  
MSc Strategic Marketing  
Interests:  
Politics and current affairs,  
event planning and  
management, advertising and  
branding, intercultural  
exchange, Travelling, Tennis,  
Football.

## Personal Statement

Goal-driven and passionate individual with the ability to think outside the box. A fast learner who gained knowledge from almost three years work experience in marketing research, project managing, supply-chain and marketing consulting. A team-player, who seeks to work in a dynamic, innovative and international environment.

## Key Achievements

Selected from 12 students by the Centre for European Integration and International Order Faculty of Economics Goethe Uni, discussing EU and Asian Economic Integration in Ho-Chi-Minh City/Vietnam.

Implemented a CRM-Tool for a marketing consultancy to improve customer accessibility to enabled quantitative and qualitative feedback of customers resulting in 20% higher sales.

Established a small Marketing and IT Business besides studying an undergraduate program in Business/Economics.

## Qualifications:

Joint Bachelor of Arts in Business - Economics,  
English Studies  
Darmstadt University of Technology (TUD)  
(Darmstadt/Germany)  
2006 - 2010

## Career History:

### **Hornikel Consultancy: Marketing Consultant (Internship) - Frankfurt, Germany (Sep 2010 - Mar 2011)**

**A Marketing Consultancy specialised in consulting small and medium sized companies with Marketing Planning, Marketing Strategy Development, Marketing Process Management and Marketing Communication with regional success in Central and South Germany.**

- Worked closely with the Marketing Manager and the Marketing Consultant team in creating various marketing concepts for the construction, financial and insurance industry. Conducted marketing research and established customer relationship and marketing strategies which generated increased profits by more than 20% for every sector.
- Implemented CRM Strategies and Tools to create value for those companies and their customers that increased their Business performance by more than 15%.
- Implemented client requests, including research and development productivity by conducting information searches, data and business analysis.

### **Apple Inc. Retail: Inventory Specialist (working student) - Frankfurt, Germany (Sep 2009 - Sep 2010)**

**The World's Most Admired Company and multinational corporation in Computer Hardware and Software.**

- Worked closely with the Supply Chain Management team to register income and outgoing of stock while entering and updating data to SAP, reducing monthly costs tremendously.
- Evaluated and negotiated with suppliers to exceed target expectations and increase profit margin, while creating logistic scenarios. Reduced costs by more than 15%.
- Communicated daily with Europe's warehouses to organise stock availability within the German Apple Stores and Partners which increased sales by 30%.
- Took responsibility for processing of merchandise planning and control systems within the Apple Store in Frankfurt, Hamburg and Munich.
- Completed Apple Retail Training Program successfully and consulted with customers about Apple products within Apple's corporate culture.
- Experienced the complete market launch of Apple's I Phone 4 and Apple's I Pad and with the team generated the company's highest sales launch record.

### **Gemini Executive Search: Research Analyst Student - Bad Homburg, GER (Jun. 2008 - Mar 2009)**

**Medium Sized Consultancy specialising in Personnel and Management.**

- Responsible for conducting market research and analysis of companies with top managers and high potentials, matching them with other customers top positions to enhance organisational structures and relationships within hierarchies to generate an increase in profits by up to 30%.
- Created marketing concepts and evaluation processes to find professionals who satisfied customers demands, through competitor analysis.
- Conducted marketing campaigns with print media, on online platforms or outbound calls to extend the companies operating range and extend their customer base, which increased revenues by more than 25%.

### **T- Systems: Marketing and IT Consultant (Internship) - Darmstadt, Germany (Apr 2008 - Jun 2008)**

**T-Systems one of Europe's top service providers for Information and Communication Technology and belongs to the Deutsche Telekom AG.**

- Responsible for advising and booking customers of T-Systems throughout Germany. Forwarded enquiries to IT specialists or technicians to solve the problem immediately which led to a 25% increase in customers due to improved customer service.
- Supported the management team with market research information, created market and customer segmentation that enabled the identification of customer's needs, therefore providing them different product solutions and gained closer customer relationships.
- Participant of a T-Mobile Task Force, creating marketing concepts for youth target groups and generating an increase in profits by 33%. Designed and implemented the launch of products and brands on websites, ensuring the commercial success by developing brand extension plans, including digital marketing activity, sales objectives, brand positioning, communication strategy and promotional activities.

### **Deutsche Post AG: Supply Chain Analyst (working student) - Frankfurt, Germany (Aug 2006 - Mar 2007)**

**Deutsche Post DHL world's largest logistic group.**

- Analysed data and forecasted future demand and supply of products, co-operated with the logistics team in making distribution more effective, in terms of packaging and delivery, which reduced costs by 12%.
- Created marketing plans which involved regular market research and competitor analysis. Provided input on new product delivery plans, which resulted in new delivery inventions.
- Daily reported and analysed product delivery and logistics to maintain the high level after-sale service, thus making 100% sure that every product could be tracked by customers.

### **Millward Brown: Search Analyst - Frankfurt, Germany (Jan 2006 - Jul 2006)**

**Global company with strength in brands, media and communication**

- Realised customer surveys via telephone and internet to spot customers attitude towards brands. Successfully created marketing research concepts. Conducted product research and collected first hand data through questionnaires and interviews with clients, obtaining feedback for product performance. Results were then fed back to management with recommendations for further business actions.
- Provided qualitative and quantitative customer results to the Call Centre Agent that enabled our team for customer segmentation.



## Details



Name:  
Miss Giulia Berna  
Nationality:  
Italian

Languages:  

- Italian

Current Course:  
MSc Strategic Marketing  
Interests:  
Hiking, Opera, Studying other  
cultures and literatures.

## Personal Statement

Resourceful, newly graduated individual, who adapts well to different environments and situations. Particularly adept to mediation roles due to a personal listening predisposition which allows deliberate and effective decision making. Wishing to gain experience in a challenging context and particularly keen to work in a marketing communications department, given a solid background in communication processes and linguistic knowledge.

## Key Achievements

Managed to arrange an interview with a worldwide scholar for the final exam and as a result obtained maximum points for thesis.

Founded, with the supervision of a professor, the University related reading group "LECTOR". In less than one year has reached a successful fifth edition.

Selected from 200 students to take part in a workshop tutored by an eminent Italian scholar.

## Qualifications:

BA in Humanities  
University of Milan, Italy  
2006 - 2011

## Career History:

### **Tridente Pub: Customer Assistant - Monza, Italy (Jun 2010 - Feb 2011)**

**Tridente Pub is one of the most popular pubs in the city of Monza and surroundings, young and lively club that offers a variety of events: sports, games, private parties as well as a trendy gathering point.**

- Directed the monthly night event by co-operating in the planning of the theme and by monitoring the social media advertisement strategy, as a result attendance increased by 30%.
- Developed a customer friendly attitude by interacting in a proactive way with clientele in order to investigate customer satisfaction. Conducted some surveys that provided a better understanding of the customer's needs along with suggestion to improve the offer.

### **University of Milan Library of Law and Humanities: Assistant - Milan, Italy (Feb 2009 - Nov 2009)**

**The Library of Law and Humanities is the major library of University of Milan owning a vast book heritage.**

- Enhanced the library catalogue and its efficiency by planning a weekly update, assuring that new acquisitions entered the catalogue within the first week.

## Details



Name:  
Mr Arsenijs Berzins  
Nationality:  
Latvian

Languages:  

- Russian

Current Course:  
MSc Strategic Marketing  
Interests:  
Active footballer and tennis player, Interested in travelling, history and politics.

## Personal Statement

A highly ambitious, creative and results orientated graduate who is able to work successfully in a multi-cultural team, building effective and productive relationships at all levels. Possesses and applies proven communication and negotiation skills to ensure that problems are resolved effectively. Eager to pursue a challenging career in a dynamic company within telecommunications or interactive entertainment industry.

## Key Achievements

Successfully designed and conducted primary marketing research for Telefant AS, which gave the company a clear picture of their strengths and weaknesses in the market.

Selected for and successfully undertook the position of Student Union President at school in Tallinn. Enhanced the overall student experience by successfully organising several social events.

Awarded the accolade of 'best high school student' by the Estonian Minister of Education in 2006.

## Qualifications:

BSc Management with International Business  
Royal Holloway University of London  
2008 - 2011

Business Foundation Course  
Bellerbys College in London  
2007 - 2008

## Career History:

### **Telefant AS: Marketing Intern – Tallinn, Estonia (Jun 2010 – Sep 2010)**

**Alternative telecom operator which offers quality international telecommunication services and provides termination of traffic for local and international operators.**

- Participated in the development of new advertising campaign and took responsibility for gathering information regarding the industry.
- Involved in the study of target consumers and helped develop strategies to attract them.
- Assisted in determining the company's competitive advantage over other suppliers by randomly selecting customers and conducting detailed telephone research interviews to gather critical information.

### **Levian: Internship – Tallinn, Estonia (Jun 2008 – Aug 2008)**

**Trading company in Estonia specialising in textile retailing and international trade.**

- Enhanced partnership working with key Russian, Ukrainian and EU suppliers by building rapport and applying effective communication and relationship building skills.
- Provided a critical and efficient translation service during the negotiation and conclusion stages of new deals.

## Details



Name:  
Mr Manish Bhan  
Nationality:  
Indian

Languages:  

- Hindi (India)

Current Course:  
MSc Strategic Marketing  
Interests:  
Actively involved in photography. Strong interest in table tennis and snooker. Events planning and management. Was heading placement cell of Delhi College of Arts and Commerce.

## Personal Statement

Creative, hardworking and versatile professional with an excellent record of delivering high quality, cost effective solutions to meet challenging business demands. Over three years experience in providing advertising, integrated marketing, product strategy development, and digital solutions to brands such as Canon and HP. Excelled in managing multiple concurrent projects, with strong detail, problem solving, and client management capabilities.

## Key Achievements

Initiated and implemented an android based application on TAB to conduct a promotional marketing activity for Hewlett Packard on a pan-India basis resulting in a reduction in activity cost by 45%.

During IPL 2011, developed and launched a 360 degree advertising campaign called “99 Not Out” to promote a special offer on a product of Hewlett Packard. This led to an increase in sales by 18%.

With the help of the technology team, developed and implemented several automated processes in Excel to analyse financial statements while auditing, reducing number of working hours by 60%.

## Qualifications:

BComm (Hons)  
Delhi College of Arts and Commerce, University of  
Delhi  
2005 - 2008

## Career History:

**Digitas: Manager, Client Servicing – New Delhi, India (Oct 2010 - Sep 2011)**

**Digitas, a Publicis Groupe company, is the world’s leading digital and integrated marketing agency with over 3,000 employees in 32 cities across 19 countries. Digitas has clients such Hewlett Packard, Microsoft, ITC, Samsung, Nestle and many more.**

- Generated over £200k of business per quarter as a result of planning and developing various marketing strategies, online/offline promotions, events,

exhibitions, trade shows and mobile marketing across India for Hewlett Packard.

- Managed and led a team of five professionals including representatives from the creative and digital team. In all projects undertaken, quality outputs were generated, required timeframes were met and all resources were efficiently utilised.
- Suggested and implemented a Facebook application to promote one of the services of Hewlett Packard. The application successfully attracted more than 20,000 users and generated over 4,000 queries within three months. The project received the “Best Online Promotion 2011” award in Digitas.
- Coordinated with various teams such as: events, promotions, digital, web, creative and outside vendors to organise events in 15 cities for HP’s most valuable customers. Developed several activities and a loyalty bonus scheme to take on spot orders for HP’s new LaserJet printers. Generated orders worth £600k. Post the result of these events, Digitas became the only organisation to manage events of all business divisions of Hewlett Packard, leading to increase in revenue by 16% per annum.
- Conducted market research, analysed industry trends and competitors' plans to propose new ideas and strategies in order to generate more business. In 2011, Digitas won the pitch for Hewlett Packard’s digital and new BTL projects worth £1.4m.

#### **Dentsu India: Senior Account Executive, Client Servicing – New Delhi, India (May 2009 – Sep 2010)**

**Dentsu India is a part of Japan’s Dentsu Inc, the world’s largest single-brand agency which controls around 30% of all mass media advertising in Japan. With over £161m in billings, Dentsu India provides a comprehensive range of advertising, marketing and media services to its clients.**

- Independently managed and implemented multiple campaigns including newspaper ads, brochures, leaflets, email marketing, display advertising and mobile advertising for clients such as Canon and Suzlon. Worked closely with Marketing Directors to identify their company's target market, outline goals, and set budgets for their ad campaign.
- Involved in the pitching process for the advertising account of Suzlon - an Indian wind energy company. Assisted the Vice President and Account Manager in formulating communication strategies and worked collaboratively with the creative and media team in developing creative and media proposals. Subsequently won the £1.4m account and was involved in handling the account's day-to-day advertising requirements. Ensured the objectives of the campaign were successfully met.
- Suggested and implemented promotions through the medium of smart phones and mobile banner ads to target the niche audiences in an engaging yet non-intrusive manner by using Suzlon blog. Clicking on the banner ad would lead the smart-phone user to a microsite with pages dedicated to spreading awareness about clean energy and energy security. Received a positive response with an average CTRs over 3.25%, sometimes peaking at 4.5%. The traffic on the website also saw a significant increase.
- Handled individual client budgets and managed campaign costs by creating weekly reports, maintaining and estimating accounting records. Monitored profitability of accounts on a daily basis and ensured a 30% profitability rate on all production jobs.
- Worked with digital team to launch campaigns via social media like Facebook and YouTube, as well as via mobile through SMS. Developed and implemented a SMS contest for Canon to promote its new range of digital cameras. Received over 10,000 entries in a month.

#### **Ernst & Young Pvt Ltd: Audit Associate – New Delhi, India (Jun 2008 – Apr 2009)**

**Ernst & Young is a global leader in assurance, tax, transaction and advisory services with over 141,000 people worldwide. Global Tax Advisory Services, Risk Advisory Services, Transaction Advisory Services and Business Advisory Services are the core services offered by the firm in India.**

- As a part of Assurance and Advisory Business Services, worked across a broad spectrum of industries in India such as Banking and Financial, Food and Beverages. Travelled across various states in India to perform stock audit. This involved understanding clients business, performing stock audit and validating financial statements with the stock at site.
- Worked with clients such as Dominos and ING Vysya bank, to address their most complex business problems. Examined financial statements (P&L account, Cash flow statements, Balance sheet) and attested their reasonableness using Ernst & Young’s Global Audit Methodology as well as IFRS standards.
- Implemented various automated processes to perform audit checks automatically in less than an hour. This resulted in the reduction of the project cost by 45% as well as reduction in time by 75%.
- Despite the client bringing forward the deadline delivered the project on time as a result of working intensively (12 hours per day for two months). This created positive future prospects for the company. Received 6/6 (Highly Met Expectations) rating in two projects undertaken.
- Provided HR with support and helped them coordinate the recruitment process. Went to prime campuses of the University of Delhi with the department head to inform students about various business activities, culture, future prospects and life at Ernst & Young. Company achieved a 60% increase in associate intake in 2010 over previous year results.
- Inaugurated the photography club of Ernst & Young with one of the key members of the leadership and development team. The club offered skills development opportunities, and forums to learn photography and its various forms. Held photography exhibitions and inter-company competitions. These activities promoted company's culture and brand across India. The photography club maintains a consistent membership of about 145 employees across five locations in India.

#### **Nirvana: Marketing Intern – New Delhi, India (Jun 2007 – Sep 2007)**

**Nirvana is a small/medium enterprise engaged in the manufacturing and wholesale of garments across India.**

- Conducted on-going industry market analysis and competitor research that aided in business management and strategy development.
- Organised events, exhibitions and trade shows to sell products to buyers as well as to increase the brand value in the market.
- Developed database of the past five years to notice the trend in the sales and the profit of the organisation. This facilitated the management team to roll out different sales strategies and as a result increased profits by 15%.
- Conducted a survey to discover new designs preferred by the age group of 18-25 years. Proposed the report to the design team which helped them to manufacture new products and as a result attracted new clients as well as increased sales by 35%.

## Details



Name:  
Mr Michael Clark  
Nationality:  
British

Current Course:  
MSc Strategic Marketing  
Interests:  
Keen and active sportsman  
(football, golf, motor racing,  
badminton, etc.). Travelling,  
socialising, music, reading.  
Studying World History and  
learning to speak French.  
Charity and current affairs.

## Personal Statement

An ambitious, results-driven and highly-motivated young professional, seeking to re-direct career towards making an impact within the marketing industry. Demonstrates exceptional efficiency and intelligent attention-to-detail, which would prove invaluable to any future employer. An influential worker, either as part of a team, or as an individual. Aiming to forge a challenging and successful career as part of a leading global organisation.

## Key Achievements

Significantly helped to improve retail profits and customer retention levels at Abbotsley Ltd, via a combination of astute retail and marketing decisions and an exceptional level of customer service.

Oversaw the most efficient and productive Print Room in the history of Etch Tech Ltd, according to the owner of the business.

Achieves consistent success as part of team (football) and individual (golf) sporting enterprises.

## Qualifications:

BA (Hons) History  
University of Lincoln  
2007 - 2010

## Career History:

### **Abbotsley Ltd: Retail and Marketing Assistant - Cambridgeshire, UK (Jun 2010 - Jun 2011)**

**Abbotsley Ltd is a hotel and leisure business based in Cambridgeshire, which prides itself on providing high quality golf, fitness and leisure facilities for the enjoyment of club members and visiting customers alike.**

- Consistently received praise from customers, members and managerial staff regarding exceptionally high levels of customer service, resulting in an enjoyable experience for consumers with this company.
- Was a key member of the team responsible for overhauling the struggling retail sector of the business, leading to significantly improved retail figures over the previous financial year. The enhanced range of products and the revamped retail environment put in place, were seen as key factors by the management in achieving this success.
- Liaised with the company's Marketing Department regarding the creation and advertisement of new deals and offers, which resulted in increased customer retention and improved levels of new business for the company. A recommendation of a full-time transfer to the company's Marketing Department was made by the General Manager soon after this.
- Produced a range of new operating procedures for the company, after consulting various members of staff, which led to improved efficiency, productivity and communications between the staff and also the patrons of the club.

### **Oasis Personnel Ltd: Events and Hospitality Assistant - Northamptonshire, UK (Mar 2007 - Sep 2007)**

**Oasis Personnel Ltd are an Events and Hospitality agency based in Northamptonshire, who aim to provide world class catering services at a wide range of prestigious sporting events across the UK.**

- Assisted in the organisation and execution of successful hospitality services at various major UK sporting events, such as the 2007 Formula One British Grand Prix at Silverstone and the July Racecourse event at Newmarket.
- Singled-out for praise by managerial staff due to high levels of professionalism and attention-to-detail, with regards to providing the best possible level of service to customers at the aforementioned events.
- Regularly complimented by satisfied customers, who felt that the attitude of 'going the extra mile' to be of service, positively enhanced the experience and enjoyment of these events.

### **Etch Tech Ltd: Print Room Manager - Bedfordshire, UK (Oct 2006 - Mar 2007)**

**Etch Tech Ltd is a sheet metal manufacturing company, which distributes various specialised made-to-order metal products to clients primarily throughout the UK.**

- Single-handedly ran and oversaw a crucial stage in the company's production process in a highly efficient manner, after receiving the minimum possible training and supervision from the management.
- Received regular positive feedback from the owner of the business, with regards to the way that the Print Room was being run, and also the increased levels of productivity that this was resulting in for the company as a whole.
- Amended the company's production sequences and processes where possible, in order to ensure that the most productive and efficient Print Room possible was in operation at all times.

## Details



Name:  
Mr Victor David  
Nationality:  
French

Languages:  

- French

Current Course:  
MSc Strategic Marketing  
Interests:  
Former captain of ISAE  
Basketball team on a  
competitive level, in charge of  
ISAE windsurfing club.  
Passion for travelling abroad

## Personal Statement

Individual with a strong sense of innovation and a sharp analytical mind. Efficient team player who loves problem solving and has passion for excellence. Keen interests in diversity and knowledge. With a strong engineering background and business insight, keen to pursue a career in Marketing.

## Key Achievements

Organised a CMMI Gap Analysis of Astrium's Ground Segments department and analysed the results to create an action plan.

Invented an innovative device for students participating in the business creator challenge, rewarded with sixth place.

Designed and created an intranet portal for Astrium's Ground Segments department. Improved efficiency for the project members by having a description of all the tools available.

## Qualifications:

Graduate Master Student at one of France's top ten multidisciplinary Engineering Grandes Ecoles (Curriculum : mechanics, electronics, project management). Expected to graduate with a Diplome d'Ingenieur/Master in November 2011  
Institut Superieur de l'Aeronautique et de l'Espace – ISAE ENSICA, Toulouse, France  
2008 - 2011

Classe preparatoire aux Grandes Ecoles - CPGE (advanced undergraduate program in physics and mathematics for competitive entrance to the French Grandes Ecoles)  
Lycee Chateaubriand, Rennes, France  
2005 - 2008

Baccalaureat Scientifique (French national Diploma required for admission to French University and /or GE)

Lycee Blanche de Castille, Nantes, France  
2004 - 2005

## Career History:

### **EADS Astrium: Quality Engineer, Intern - Toulouse, France (Mar 2011 - Aug 2011)**

**EADS Astrium is a leading organisation providing civil and defence space systems and services. Astrium employs 15,000 people in France, Germany, UK, Spain and the Netherlands**

- Collaborated in the development and the design of an intranet portal for the Ground Segments of EADS Astrium. Created a new portal for the tools used by the Ground Segments and translated French documents into English.
- Helped the Ground Segments in their CMMI project, a process improvement approach. Organised a Gap Analysis of the department, analysed the results of the Gap Analysis and made an action plan.
- Rebuilt the Ground Segments document referential in preparation for a ISO 9001 audit. The audit results were very good and allowed the Ground Segments department to focus on the CMMI project.

### **ISAE ENSICA: Business Creators Challenge for Students (Sep 2010 - May 2011)**

**ISAE ENSICA is one of the France's top 10 Engineering Schools and the CRECE is a regional challenge which rewards the best business creation projects from 20 participating students**

- Discovered an innovative product which was feasible and had a business interest, a device that transforms air into water. Designed the product and conducted the scientific studies (thermodynamics). Performed a marketing study to identify the best market, estimated the costs to create the product for the society and established a business plan. Presented the project to an ISAE jury and then to a jury of experts (lawyers, accountants, professors). Was ranked sixth place in the competition.

## Details



Name:  
Mr Evangelos Dedousis  
Nationality:  
Greek

Languages:  

- Greek

Current Course:  
MSc Strategic Marketing  
Interests:  
Economic Seminars, reading financial and management magazines, playing soccer at a competitive level (ex vice-captain of a semi professional local team), Motorsports, playing as a DJ.

## Personal Statement

An ambitious, highly motivated graduate with significant economic knowledge and exposure to international business relations. Possesses well developed communication and analytical skills combined with the ability to perform efficiently and effectively under pressure and a strong desire for continuous development. Interested in pursuing a career in Brand Management within a global organisation.

## Key Achievements

Successfully completed the BSc on International Economic Relations achieving results within the top 25% of students.

Achieved Membership of the Greek Economic Chamber based on the wide variety of Economic and Business subjects studied.

Awarded and retained a Certified Accountant License providing delegated authority to sign financial statements of large companies and complete audits.

## Qualifications:

Member of the Greek Economic Chamber  
Greek Economic Chamber  
2011 - Present

Certified Accountant  
Greek Economic Chamber  
2011 - Present

BSc in International Economic Relations and  
Development  
Democritus University of Thrace, Greece  
2005 - 2010

Cambridge International Diploma in IT Skills

## Career History:

### **Democritus University of Thrace: Student - Thrace, Greece (Sep 2005 - Jun 2010)**

**Demokritos University of Thrace (DUTH) has achieved a place among the leading Universities in Greece, through the quality of teaching and the high level of research conducted.**

- Successfully completed a thorough investigation into the Romanian economic structures by gathering information from a variety of sources, including the Romanian Embassy, internet and written reports, and critically analysing the data.
- Created a detailed report on how the country had moved from a socialist to a capitalist economy, highlighting conclusions including successes and potential risks and problems.
- Developed knowledge and understanding of the financial system operation from loans to investments by developing a good relationship with a major Greek bank, liaising with its key personnel and asking open questions to elicit information.
- Assured the bank that its data would remain secure and confidential by demonstrating professional integrity in all dealings and applying sound communication and influencing skills.
- Delivered a detailed, four month cost / benefit analysis on the Hellenic Railways Organisation, by objectively and rationally analysing the strengths, weaknesses, opportunities and potential threats to the organisation and developing the report to include an historical background of the business, description of the services, accounting statements, details of the operations and management, market research and policies, financial data, legal requirements and obligations.

## Details



Name:  
Miss Venetia Ellis  
Nationality:  
British

Current Course:  
MSc Strategic Marketing  
Interests:  
Psychology, writing, meeting  
new people, learning French.  
Also enjoys hiking and is  
working towards Gold Duke of  
Edinburgh Award.

## Personal Statement

Bright English graduate keen to kick-start career in Market Research or Brand Management. Hard working and highly motivated, with proven ability to work well as part of a team. Excellent analytical and verbal skills which have been successfully utilised during a short term marketing role, with a strong interest in people.

## Key Achievements

Played a major part in the strategy and implementation of a school rebranding campaign by successfully designing and producing all school booklets including the prospectus.

Singlehandedly managed the Reed Graduate training scheme and CEVA Logistics training scheme on a day-to-day basis, whilst maintaining spreadsheets for multiple accounts with up to 18,000 candidates.

Initiated a new marketing strategy to raise volunteer levels at the University Charity, Nightline. Intake of volunteers rose by 27% within two months and the next training weekend was oversubscribed.

## Qualifications:

BA (Hons) English Literature  
Durham University  
2007 - 2010

## Career History:

### **Kingston Grammar School: Admissions and Marketing Assistant - Surrey (Apr 2011 - Sep 2011)**

**Assistant to the Registrar and Marketing Manager at Kingston Grammar School. The school has over 800 pupils and is currently rebranding.**

- Undertook research into the different advertising and marketing options. Calculated the relevant costs and organised the design and production of new school booklets, including the prospectus. This reduced the school's reliance on a third-party company to design the booklets, allowing the school to produce them more cheaply and efficiently.
- Worked with the Marketing Manager to ensure the brand reflected the aims and ethos of the school. Organised the printing of new banners and display material in accordance with the new brand guidelines. This ensured all material for school open events was fresh and up-to-date.
- Managed the computerised pupil and parent database using SIMS and iSAMS software. This ensured all pupil-related information was correctly transferred between databases before the new term started.

### **Reed GRADdirect: Graduate Account Executive - Raynes Park (Nov 2010 - Mar 2011)**

**GRADdirect is Reed Consulting's specialist graduate recruitment solution, dedicated to finding and engaging future leaders. Recent clients include Barclays Retail, Johnson & Johnson, nPower and CEVA Logistics.**

- Personally managed the Reed Graduate training scheme and CEVA Logistics training scheme on a day-to-day basis. Managed each step of the recruitment process from marking application forms to conducting telephone interviews and arranging assessment dates. Liaised with clients and successfully filled candidate quotas for both accounts.
- Conducted hour-long telephone interviews for multiple accounts such as Barclays Retail and nPower. Interviewed up to 30 candidates a week and evaluated the interviews to find candidates which met the clients' criteria.
- Managed Excel spreadsheets for multiple accounts with details of up to 18,000 candidate applications. Reviewed the spreadsheets daily and calculated client information reports from the data at weekly and monthly intervals to show the latest changes.

### **Nightline: Counsellor and Volunteer - Durham (Feb 2007 - Jul 2010)**

**Nightline is a student-run counselling service which runs from 9.00pm - 9.00am when few other services are available. Nightline is confidential and anonymous, and provides a listening service to students nationwide. Durham volunteers work through the night in shifts of 12 hours.**

- Initiated marketing campaign to increase volunteer numbers. Worked with Nightline committee members to organise stickers, key-rings and pencils to raise awareness amongst students, and to give Fresher's Week talks. Volunteer numbers increased by 27% in two months and our next training weekend was oversubscribed.
- Gathered, managed and analysed confidential data relating to the phone calls. Used this data to understand key concerns for students phoning in, and provide the relevant training for volunteers in these particular areas.
- Delivered presentations on key issues to audiences of up to 250 students at the training weekends, often at short notice. Used PowerPoint to organise any relevant material, and improvised where necessary to ensure the training weekend was informative and presentations were professional. Subjects included Bereavement, Suicide, Exam Stress and Relationships.
- Conducted three hour long interviews to assess new candidates to volunteer. Utilised a variety of interview techniques and evaluated candidates objectively to recruit students of the right 'fit' for the organisation.

## Details



Name:  
Miss Kristina Ganovska  
Nationality:  
Bulgarian

Languages:  

- Bulgarian (Bulgaria)

Current Course:  
MSc Strategic Marketing  
Interests:  
Reading, Playing piano, Yoga,  
Travelling and exploring new  
cultures, Cars (driving and  
mechanism), Ecology and  
flowers, Organising events,  
Learning foreign languages.

## Personal Statement

A creative, enthusiastic, hardworking individual who is adaptable to change and reacts positively to challenges whilst remaining calm under pressure. Has developed commercial awareness and business skills through practical experience and possesses strengths in analysis, communication, organisation and planning. Now looking for a career as an event manager or wedding planner.

## Key Achievements

Gained more than two years valuable, practical, business experience and skills in the family company specifically in the areas of market research, analysis and accounting.

Successfully planned and organised a wedding event for 200 guests ensuring requirements were met and costs contained within the set budget.

Experienced adventure, physical and mental challenges by making a pilgrimage, which had a dramatic personal impact.

## Qualifications:

BSc Economics  
Varna Free University Chernorizets Hrabar,  
Bulgaria  
2005 - 2009

## Career History:

**Gerard Ganovski: Business Consultant, Bulgaria (May 2007 - Sep 2009)**

**Gerard Ganovski is a pharmaceutical sole-proprietorship established in 1998, interacting with more than 15 suppliers and numerous customers.**

- Contributed to reducing overall costs by building effective relationships with local suppliers, negotiating prices and agreeing the best deals.
- Provided critical accountancy support by managing the budget, advising on sources of finance, producing timely and accurate monthly and annual accounts, and forecasting future profits and financial performance. Resulted in an improved cash flow.
- Helped to increase overall profits by 70% through the opening of a new branch. Undertook associated market research and analysis, devised the business plan, prepared all the required documentation and recruited the staff.

## Details



Name:  
Mr William Hawkins  
Nationality:  
British

Current Course:  
MSc Strategic Marketing  
Interests:  
Playing football and other team sports. Organising overseas group travel. Passionate and experimental cook. Competent skier with a general love of the mountains.

## Personal Statement

Wide range of relevant marketing experience particularly within the food retail sector. Exceptional language and communication skills focusing on social identity and what it is that defines a target market. Innovative thinker with original ideas regarding modern language systems. Effective organisational skills and a track record of achievement. Ambition to develop career in Marketing, within the sports and/or food and leisure industries.

## Key Achievements

Awarded four 'One Step Beyond' company awards in the last three years for exceptional customer satisfaction and reiterating the partnership's ethics.

Benchmarked existing practice and devised an innovative study in the language of Multicultural London English that is now being used in two HE institutions. Marketed the programme via social media.

Developed a series of sales promotions for Waitrose that led to an increase in sales of 200% in meat and fish by using targeted reductions and a unique selling style.

## Qualifications:

BA (Hons) English Linguistics Upper Second Class  
Queen Mary, University of London  
2007 - 2010

## Career History:

### **Waitrose: Third Hand Food Service - Fulham, UK (Dec 2005 - Oct 2011)**

#### **Responsible for the continued smooth operation of the Food Service in the absence of senior management.**

- Ensured customer service was maintained by proactively managing unforeseen operational issues caused by adverse weather conditions.
- Successfully managed a team of seven to change the layouts and focus on which areas of the Fresh Foods section needed particular prominence during the Christmas period. Managed a weekly wastage budget of £2k that led to the section meeting previous financial deadlines set out by senior management.
- Contributed to a 200% increase in sales of meat and fish by developing a series of sales promotions using targeted reductions and a unique selling style by re-addressing the company procedures and formatting the counter set up to coincide with current weather trends i.e. out of season sun led to more BBQ ranges being marketed more vividly and orders increased.
- Achieved significant repeat custom and exceptionally high levels of positive customer feedback. Awarded four 'One Step Beyond' company awards in the last three years for exceptional customer satisfaction and reiterating the partnership's ethics.

### **Kids' Adventure Charity: Southern Marketing Manager - London, Birmingham, UK (Nov 2009 - Present)**

#### **Kids' Adventure (KA) is a community volunteering project created by the Guild of Students at the University of Birmingham. Every year KA arranges exciting non-residential adventure holidays for local children from disadvantaged backgrounds.**

- In collaboration with colleagues from the newly formed branding and marketing team, developed the charity's strategy to achieve national status.
- Ensured key stakeholders received appropriate and timely communications by designing a Communications Plan.
- Developed web content and copy for the charity brochures which led to the charity being marketed through e-media and increasing awareness.

### **Capital Radio: Media Assistant - London, UK (Feb 2005 - Mar 2005)**

#### **Capital Radio is London's number one chart music station. Worked in a number of departments, mainly alongside section managers analysing customer response surveys.**

- Analysed customer survey responses and behaviours and provided recommendations to management as to which shows and which styles of music were being appreciated by the listeners. This led to the radio station being able to analyse how they should go about retaining their customers and how to branch out into other markets.
- Provided critical administrative support to senior management by collating relevant press cuttings, re-ordering the library and providing input into news reports.

## Details



Name:  
Miss Cao Jie  
Nationality:  
Chinese

Languages:

- Chinese (People's Republic of China)

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling with friends, taking photos, singing and listening to music, reading books.

## Personal Statement

Confident, hard-working individual who takes responsibility for achieving results. Dedicated and equipped graduate with an academic and business background. Well-developed communication skills with the willingness to work as a team member or as a leader of a team. Result-oriented and with a focus on detail. Looking forward to exploring new opportunities in a global market.

## Key Achievements

Formed a four-member team and wrote a report on the online shopping model. Won the "Champion Group of Vision Competition" and gained the opportunity to go to Hong Kong as an intern.

Generated useful experience by conducting marketing research and a customer survey for an educational institution which helped them to segment customers more precisely.

Won second place in "The Public Etiquette Competition" held by Public Relationship Society in dealing with a case of "Crisis Public Relationship".

## Qualifications:

BA International Business with German  
University of Nottingham, Ningbo, China  
2007 - 2011

## Career History:

### **Manulife-Sinochem: Administrative Assistant, Internship - Zhejiang (Jun 2010 - Jul 2010)**

**Manulife-Sinochem is a new, medium sized insurance company, with a service focus on life insurance.**

- Created an online database for the sales managers, which helped them to offer a personalised service to each customer. By giving a birthday greeting demonstrated the company cared for the customers.
- Helped the HR department recruit five employees by arranging interviews, selecting the appropriate candidates using different requirements for each department according to their CV and making interview appointments.
- Communicated with foreign customers by interpreting insurance policies for them, through which enhanced the ability to deal with customers with different languages and personalising their life insurance requirements.

### **Manloong Finance Holding Limited: Internship - Hong Kong, China (Jan 2011- Feb 2011)**

**Manloong is a company that deals with investment in Gold futures. Its headquarters are in Hong Kong and it started it's business more than 30 years ago. It also has more than 13 branches in mainland China.**

- Worked as a team and wrote a Business Development Report for the company about its five-year business plan in China. This report helped the company to understand the Chinese market more clearly. Generated the experience of short-term analysing and planning.
- Learned how to do "Online buy and sell gold futures" through continual practice. Then demonstrated to a large number of customers how the investment in gold futures actually works.

## Details



Name:  
Miss Kanupriya Khaitan  
Nationality:  
Indian

Languages:  
Bengali  
(India) Hindi

Current Course:  
MSc Strategic Marketing  
Interests:  
Diploma - Vocal Classical  
Music, Secretary - Hindi  
Literary Society, St. Xavier's  
College, Bronze Award - Duke  
of Edinburgh's Award Scheme,  
Literature, Salsa, Philately,  
Yoga, Table Tennis

## Personal Statement

Ambitious and experienced professional with international business background in IT, Telecom and Dental industries. A trained trainer, instinctive learner and smart negotiator who practices assertive communication in business. A natural team player and participative team leader who aims to work in an innovative, multicultural organisation with high profile brands, designing marketing strategies that accentuate the brand and product value.

## Key Achievements

Received awards from the WeP Hall of Fame, Spec Champ, Customer Acquisition and O' Spot for consistent target achievement (105%), new business generation of £2.7m and highest customer acquisition.

Increased business volume by 23% in Europe and 15% in the US year on year at Maple Precision and reduced Shipment Turnaround Time from three months behind schedule to four weeks ahead of schedule.

Co-founded Dhriiti in 2004, a not for profit organisation, formed to protect small and medium sized businesses, promote entrepreneurship in the young generation and support micro enterprise in India.

## Qualifications:

PGDM - Marketing and General Management  
Xavier Institute of Management  
2002 - 2004

BSc (Hons) Statistics  
St. Xavier's College, University of Calcutta  
1998 - 2002

## Career History:

### **Tulip Telecom Ltd: Regional Manager, Strategic Accounts - Calcutta, India (Sep 2010 - Jul 2011)**

**Tulip is India's leading data service provider and the largest MPLS/VPN player with a 33% market share and 3000+ employees. In Fiscal Year (FY) 2011, Tulip posted revenues of ₹320m and is building the world's third largest data centre in Bangalore, India.**

- Successfully generated business of approximately ₹3m for the FY 2010 - 2011 from Strategic Accounts by promoting Tulip's new services of System/Network Integration and Managed Services along with the traditional strength of last mile connectivity services.
- Led a project unit of 22 members to participate in one of the largest tenders of the country of approximately ₹27m at Coal India Ltd. This was done by developing an extensive ecosystem of business partners, product teams and pre-sales teams. It also required pre-tender work for almost one year and quick resolution of the customer's service issues by gaining the buy-in of Tulip's senior management.
- Acquired four customers from a portfolio of six accounts handled in eastern India by building long term, trustworthy and sustainable relationships with them within a few months. These customers like NALCO, Coal India, UBI were all new or lost customers. They each had a turnover in excess of ₹2500m and made purchases through a tendering process.
- Upgraded and enhanced the process of managing Strategic Accounts by introducing new concepts like writing an Account Plan, Client Value Delivery Method, Information Flow Diagram, Decision Matrix and Tendering Practices. This brought substantial clarity in estimating Tulip's position in a deal and contributed in raising the region's profitability to 12% which was the highest in the country.
- Conducted knowledge transition training sessions in the eastern region, on effective marketing tools and USP of Tulip for the sales team of 30 members.

### **IBM India Pvt Ltd: Business Manager - Calcutta, India (Dec 2009 - Apr 2010)**

**IBM is a pioneer in IT and consulting services across industries and geographies. In India, IBM has a turnover of ₹1.85bn and services major industries like government, telecommunications, healthcare and education. The IBM portfolio includes consulting, solutions, services, systems and software.**

- Generated a sales pipeline in excess of ₹37m within four months from new key accounts in Calcutta. The pipeline was then passed onto the products team for closure which brought in revenues of approximately ₹15m.
- Completed the IBM Global Sales School training with distinction. In keeping with IBM's Smarter Planet initiative, the IBM GSS training enables a seller to address a client's pressing and complicated business needs effectively. It is a skill building exercise for value-driven solution selling using role plays and interactive exercises.
- Increased visibility of IBM's product and service range and enhanced business value by organising regular CxO seminars for new and existing customers of IBM in Calcutta.

### **Maple Precision: Marketing and Operations Manager - Calcutta, India (Feb 2007 - Dec 2009)**

**Maple Precision is an exporter of dental laboratory equipment to USA and Europe since 1976. It manufactures its products and exports them after quality control and customised packaging. The business volumes are highest with USA, Germany, France, Italy, Belgium, Spain.**

- Led a team of four in carrying out trade marketing activities including catalogue designing, framing customised solutions for prospective customers, identifying and validating potential in new markets like Eastern Europe, Australia resulting in significantly improved trade marketing processes within the organisation.
- Provided leadership to a team of three who developed and launched four new products in two new product categories which were later established as permanent catalogue items. Performed a product feasibility study including project schedules, target dates and costs incurred at each stage to test the products in the light of their workability, international dental equipment guidelines, meeting user requirements and cost effectiveness.
- Maximised visibility, brand value, breadth of potential customers and brand credibility by ensuring continued participation in the world's largest and most prestigious trade show International Dental Show (IDS), Koln and other important trade shows in Chicago, Milan, Madrid, and Frankfurt. Involved in all aspects including stall design, product display and logistics.
- Lowered the raw material and work in progress inventory costs by almost 30% and made working capital available at the estimated time by bringing the suppliers' delivery lead times to within 90% of target delivery schedule and introducing Just-in-Time inventory systems.
- Successfully implemented several best practices for marketing and operations prevalent in the dental laboratory tools industry like a stringent quality control process for backing up a lifelong warranty policy offered on the products.

### **WeP Peripherals Ltd: Area Business Manager - Calcutta/Delhi, India (Apr 2004 - Jan 2007)**

**WeP is one of India's largest employee-owned companies with Impact Printers as its flagship product range and a strong presence in growing segments like Power Solutions and Retail Solutions. It has its own R&D and manufacturing facilities and an annual turnover of approximately ₹21m.**

- Won several prestigious orders from major competition held accounts - Life Insurance Corporation, United Bank of India, Uco Bank and BHEL generating business worth ₹0.94m. This was achieved by doing extensive pre-tender specking, customers' decision centres mapping and relationship building at head offices and branch levels, product and value demonstrations and CxO meets and events.
- Acquired four of the seven subsidiaries of Coal India Ltd., a stronghold of the competition, and generated business worth ₹0.50m. Used industry feedback, account plans and annual reports to identify weak points leading to opportunities at the customer place. This was followed by customer mapping, pre-tender specking and product demonstrations in tough conditions of Coal India to show the product benefits and develop trust.
- Halved the bid response time from an average of 10 to six working days and created a knowledge bank for tenders across the east India region by setting up a bid team of three members and streamlining tendering operations like ISO certifications, technical compliance preparation, cost evaluation and pricing.
- Certified as a trainer for sales and product training having undergone a three day workshop called "Train the Trainers" by Door Training & Consulting of Netherlands.
- Conducted knowledge seminars, product demonstrations, product training and customer meetings at least once every month to enhance the brand recognition of WeP and the value associated with its products and services.

**Dhriiti: Co-founder and Board Member - Delhi, India (Dec 2004 - Sep 2011)**

**Dhriiti endeavours to promote and protect Small and Medium Enterprises and build and create a spirit of entrepreneurship amongst the next generation of Indians. The core idea is to generate and encourage thousands of competitive small enterprises in semi urban and rural India.**

- Co-founded Dhriiti, a non-governmental organisation, with a group of like-minded individuals to promote entrepreneurship and micro enterprise. Since inception, Dhriiti has received several awards and accolades and is gaining exponential progress towards its goals.

**Indian Society for Applied Behavioural Science: Participant - Calcutta, India (Apr 2007 - Oct 2009)**

**ISABS is dedicated to understanding, developing and applying human process competencies through continuous experimentation and research related to Applied Behavioural Science. Its focus is on building competency in personal effectiveness thereby contributing to organizational and societal growth.**

- Underwent the basic and advanced labs of T-group programmes which help to identify and develop greater awareness of interdependent human processes. The programmes help to discover one's potential for greater effectiveness in organisations and society and also to practice listening and intervention skills and develop human process sensitivity.
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## Details



Name:  
Miss Menglu Li  
Nationality:  
Chinese

Languages:

- Chinese (Mandarin)
- Chinese (Simplified)

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling, Film, Music,  
Psychology, Horoscope, Play  
logical reasoning game,  
Photography, Volunteering,  
Strong interest in E-commerce  
and branding.

## Personal Statement

Highly motivated, aspiring, hard working and active business graduate (especially passionate about Marketing) with a strong sense of responsibility and excellent research and organisational abilities. Proven communication and interpersonal skills, enabling the opportunity to network with a range of people and develop extensive social connections. A flexible and adaptable individual who works well in many different workplaces and environments.

## Key Achievements

Reduced the time taken in preparing Monthly SEO report by developing a more efficient methodology, using Firework instead of IE, downloading SEO tool for Fireworks and utilising shortcuts.

Organised and designed a promotional campaign to introduce a new product launch in ASUSTek Computer Inc. Achieved six epc\_900 computer sales, achieving half of total sales for the week.

Visited potential client companies and gave them fully prepared presentations. Successfully convinced four Chinese companies to sign contracts with MetafocusGlobal within six months.

## Qualifications:

BA (Hons) Business Studies in Management and  
Organisation  
Nottingham Trent University, UK  
2007 - 2010

## Career History:

### **Metafocus Global: Marketing Assistant - Nottingham, UK (Jan 2011 - Jul 2011)**

**Metafocus is a global internet marketing and multilingual web design agency based in Nottingham, UK. It specialises in translating and building international websites that are designed for multilingual SEO and international search engine optimisation.**

- Took charge of four Chinese projects and two UK projects, during which improved personal skills of project management. Successfully created and carried out marketing plans and relevant marketing research for clients by employing academic researching skills. The range of financial value for the projects was between £600 and £16,000.
- Gained a further understanding into the On-line Marketing, B2B and online consumer behaviour by acting as the assistant to the web manager who had experience in website optimisation, SEO (Search Engine Optimisation) and PPC (Pay-per click advertisement), which enabled familiarisation with Google tool, Google Adwords, etc. Also built knowledge around how cultural impact creates a good website page.
- Demonstrated good time-management skills and the ability to work well under pressure by preparing the monthly SEO report for about 30 companies every month, using Google keywords tool, etc. and according to the updated report justified the SEO related activities.
- Developed good communication and negotiation skills by delivering presentations to potential clients. Successfully signed three contracts with customers and increased awareness of culture differences by dealing with multinational clients.

### **ASUSTek Computer Inc: China Assistant Marketing Manager - Shanghai, China (Jul 2009 - Aug 2009)**

**ASUS is one of the leading manufacturers of computer motherboards and notebooks driven by innovation and commitment to quality for products.**

- Gained insight into retail and 3C market by visiting 3C stores to check competitors 4P's (such as: Bestbuy, Yongle). Prepared the competitors report based on the promotional methods for epc900 launch and improved organisational skills and research skills through successfully organising a promotional event to introduce the new product launch (epc 900).
- Rapidly and clearly discovered main trends and inter-connections through mathematical content (e.g. questionnaire, secondary data: charts and tables) by analysing the epc900 monthly sales figures from different stores and areas, according to research findings and the updated epc900 launch strategy.

### **NEOCENE Jewellery: Sales Supervisor - Nottingham, UK (Oct 2007 – Apr 2008)**

**NEOCENE Jewellery is a jewellery retailer offering a range of top quality costume jewellery in 16 shopping centres in UK.**

- Improved communicating skills by using different communication methods to influence a variety of customer groups to buy products.
- Gained a deep understanding of the importance of developing long-term customer relationships in the retail market. Learned to empathise with the customer and as a result of this understanding, aimed to offer customers a good in-store shopping experience rather than just sell them products.
- Developed multi-task skills by dealing with various kinds of customer requests. Offered to assist with the maintenance of the shopping area and equipment, at the same time provided good customer service.
- Able to working under pressure to meet targets and to work as part of a team. Gained an understanding of the importance of teamwork. As a result of gaining satisfaction from working in a competitive team environment, became the top salesperson.

## Details



Name:  
Miss Qian Li  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling, event organisation.  
updating fashion information.  
volunteer work.

## Personal Statement

An ambitious graduate with strong analytical and problem solving skills gained through the planning and organisation of several major campus activities and work in the automotive industry. Highly motivated person with strong self-confidence. Interested in the area of marketing research and customer behaviour with a strong passion for Media/Public Relations.

## Key Achievements

Served as the class monitor for four years in previous University, assisted with the communication between tutors and students and developed a great relationship between students and tutors.

Head of theoretical and practical department in SU. Organised a campus activity (Essay Competition) supported by the college, a team including 12 people appraised and elected 50 papers into ranking.

Volunteer at the HSBC China Junior Golf Open in Nov 2009 and in Taiwan pavilion, the 2010 China Expo in Aug 2010. Introduced rules, kept order and made a contribution towards their success.

## Qualifications:

International Economics and Trade  
Shanghai Institute of Foreign Trade  
2007 - 2011

## Career History:

### **Zhe Jiang Founder Motor Company Ltd: Manager Assistant - Zhe Jiang, China (Nov 2009 - Apr 2010)**

**Zhejiang Founder Motor Company Ltd. is a high-tech enterprise devoted to researching ,developing, producing and selling miniature special electric motors. it is also one of the top sellers of exporting products.**

- Co-ordinated business trips, meetings and events with foreign partners. Arranged a suitable hotel for Japanese guests taking into consideration their class concept.
- Handled the itinerary for the general manager to ensure an efficient plan, booked hotel tickets, according to the manager's requirement and reminded the manager of scheduled meetings.
- Gained experience of how to maintain relationships with customers, how to plan effectively and use effective problem solving skills, by assisting the Vice General Manager in receiving guests and communicating with customers.

## Details



Name:  
Miss Teng Li  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Meeting people from new cultures, Swimming, Travelling, Reading, Social Media, Voluntary work in Changsha Orphan Asylum

## Personal Statement

A self-disciplined and motivated graduate with the ability to assimilate new information and learn quickly. A co-operative, dedicated and flexible team player who is able to analyse problems, simplify complex concepts, develop innovative solutions and communicate effectively with others at all levels. Now seeking a career in consultancy.

## Key Achievements

Elected as President to Yuanqu Working Department, Student Union and successfully organised a variety of University activities, including a University Debate and flea market.

Awarded an annual scholarship for consistently achieving academic excellence whilst at University.

Best Intern, China Telecommunications Corporation, Changsha Marketing Centre, 2009

## Qualifications:

BSc Management  
Hunan University  
2007 - 2011

## Career History:

### **CIECC: Intern Planning and Consulting Department - Beijing, China (Jul 2010 - Sep 2010)**

**China International Engineering Consulting Corporation is the largest integrated engineering consultancy with its main business areas in the economic sectors, grade engineering consulting, engineering design, project supervision, project bidding, project cost and other professional qualifications.**

- Assisted the department manager in the Planning and Consulting Department of CIECC and an overseas company with daily affairs including successfully arranging 20 interviews for the positions of assistants and classifying materials.
- Collected data and wrote part of basic conditions analysis for the project Scientific Research Report of Fund Guiding in the 1st Beijing International Mountain Walking Festival.
- Classified documents and translated the parts of financial analysis of Proposal for the Project (Feasibility Report) of Citic Heavy Industries Company, Ltd, Purchasing Gandara Censa of Spain.

### **China Telecommunications Corporation: Intern, Changsha China (Jun 2009 - Sep 2009)**

**China Telecom is China's largest state-owned telecommunications company and for many years it appeared in the "Fortune 500 companies", mainly to provide fixed telephone, mobile communications, Internet access and integrated information application services.**

- Took charge of pressing for payment of phone charges and telephone outbound marketing, to develop new and maintain existing customers. Took part in negotiations, prepared information prior to meetings and translated at meetings all documentation for the manager.
- Assisted the manager with sales and service offerings. Received clients and answered their questions, advised customers when choosing the appropriate telephone products through professional expertise. Took responsibility for various enquiries, including providing information to customers, after-sales service, complaint processing and conflict solving.
- Gathered information reflecting major clients' tendencies and demand for products; maintained client information, co-operated with the sales and marketing team in order to create customer profiles and gain feedback regarding services and quality improvements, making recommendations for future changes based on responses received.

## Details



Name:  
Mr Xiangyu Li  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Analysis, Detective novels and movies, Travel, Design, Automobiles.

## Personal Statement

An enthusiastic, innovative individual with a keen interest in market analysis and consultancy. Graduated from a top level Chinese university with sound scientific background and business insight. Possesses strong analytical problem solving skills with a proven ability to work effectively under pressure whilst ensuring delivery to time, cost and quality. Seeking for a position in a consultancy or automobile company as a Strategy Planner .

## Key Achievements

Received two awards as the 'season's best sales team' in Mar 2010 and Oct 2010 chosen from more than 20 teams.

Awarded 'Excellent New Members of Nanjing University Student Association (NJUSA)', 2005 - 2006, and was subsequently promoted to Vice President of NJUSA, Sports Department, 2007.

Achieved first prize on China High School Biology Olympiad, 2004, ranked seventh in Shaanxi province.

## Qualifications:

BSc (Hons) Biological Science  
Nanjing University, China  
2005 - 2009

## Career History:

### **Agricultural Bank of China (ABC): Account Manager - Xi'an, China (Sep 2009 - Mar 2011)**

**Agricultural Bank of China which ranked top 100 among the world's 1000 best banks, is a listed bank, one of the five biggest national banks in China and achieved A+ Moody credit rating.**

- Increased financial product sales by carefully analysing customers' demand and feedback, and systematically classifying and organising customer visits to promote new products and services.
- Reviewed pricing strategies and developed and marketed targeted products, achieving positive interest and good customer feedback.
- Contributed to a steady growth and an enhanced performance by gathering and analysing market data and customer insight information, and delivering balanced recommendations to capitalise on findings.

### **Xi'an TianShun Industrial Trade Co Ltd: Sales Assistant Internship - Xi'an, China (Aug 2009)**

**TianShun IT Co Ltd has been the agent of Michelin Tyre since 1995. In 2005, the company became Michelin's preferred truck and bus tyre agent. Currently, it has already developed more than 70 retailers in Shaanxi province and tyre sales have increased steadily year by year.**

- Increased sales by more than 5% by introducing innovative sales methods that focused on communicating the advantages and cost saving benefits of choosing Michelin's advanced technology products over more cheaply priced domestic competitor products.
- Enhanced customer perception of Michelin products and expanded the potential new customer base, by networking, developing relationships with and introducing products to more than 50 truck companies and project teams in Shaanxi province.
- Connected with tyre retailers in the northern part of Shaanxi province then to be the supplier for 14 of them depending on a more direct supply channel and large-scaled customer groups.

### **Porsche China Nanjing Centre: Sales Department Internship - Nanjing, China (Mar 2009 - Jul 2009)**

**Porsche China Nanjing Centre is one of 34 centres where Porsche cars can be officially sold in mainland China.**

- Contributed to the dramatic growth of Porsche sales by critically analysing the differences between Porsche and its competitors and highlighting key focus areas where Porsche possessed a competitive advantage.
- Participated in holding some commercial activities, such as "Extraordinary driving-experience" that directly gave customers the enjoyment of driving Porsche's sports cars, thereby developing more than 150 potential customers.
- Enhanced the degree of customer satisfaction by being the member of many Porsche clubs and forums to comprehend some general perspectives about Porsche's products and services in order to perfect the after-sales service.

## Details



Name:  
Mr Yang Li  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Baseball, football, swimming,  
diving, history, psychology,  
advertising and branding,  
poetry, film, music

## Personal Statement

A highly ambitious graduate keenly interested in Market Research and Consumer Behaviour, with strong analytical and problem solving skills gained through a solid academic background in marketing and management. A quick learner who enjoys challenges. A proven team leader with a strong sense of responsibility, has delivered high a performance in pressurised situations.

## Key Achievements

Led a team to win the bronze award in the Sixth Challenge Cup Commercial Planning Contest for College Students, 2010, China.

Operated a board game bar independently in the College campus and achieved an annual net profit margin of 30%.

Founder and President of CCNU Baseball Association, organised first college baseball games in Wuhan region.

## Qualifications:

Bachelor of Management majoring in Business  
Administration  
Huazhong Normal University, China  
2007 - 2011

## Career History:

### **Industrial and Commercial Bank (ICBC): Asst Customer Manager - Jinan, China (Jun 2011 - Sep 2011)**

**ICBC, ranked on the 2011 Fortune Global 500, as the largest bank in the world by Market Capitalisation.**

- Introduced updated information of the bank to all customers and explained the service in detail through mail and telephone, which increased business for the bank by 2%.
- Collected data required by the Customer Manager while analysing the customer behaviour towards the various options for their banking requirements. Helped in building more effective customer relationship management strategies to improve customer loyalty.

### **Dali Company Ltd: Assistant Market Researcher - Jinan, China (Jun 2010 - Sep 2010)**

**Dali Company Ltd specialises in a wide range of chains and chain wheel products with a turnover of US\$10m per annum.**

- Conducted Market Research and customer surveys in Shandong Province and used SPSS to analyse the data. The result was a 5% increase in customer retention.
- Assisted in the production of a report, by analysing Dali's market outlook in the face of fierce competition from foreign manufactures in Shandong region. The report led to several timely strategic adjustments.

### **CCNU Baseball Association: Founder and President - Wuhan, China (Sep 2008 - Jun 2011)**

**CCNU Baseball Association focused on introducing baseball to China. Partnering with Chinese Baseball Association, CCNU Baseball Association organised several baseball games and events in Wuhan.**

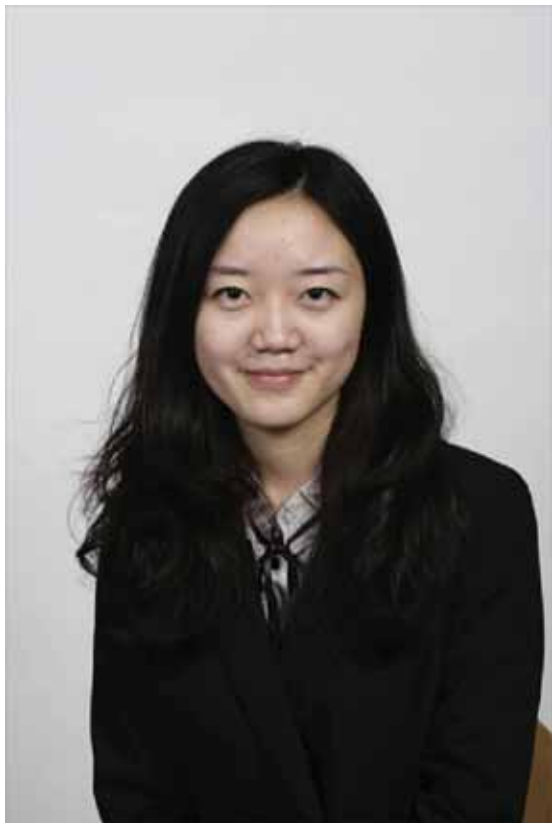
- Established the association and in conjunction with Chinese Baseball Association led the association to promote baseball in Wuhan region through pioneering baseball activities on campus.
- Organised Strike Championship, first college baseball games in Wuhan, and several friendly matches with other college teams. As a result thousands of people became familiar with baseball and many of them became new baseball fans.

### **Combo Board Game Bar: Owner - Wuhan, China (Mar 2008 - Sep 2009)**

**Combo Board Game Bar, employed one full-time assistant, 10 part-time students and was the most popular bar on the CCNU campus.**

- After conducting market research, predicted the popularity of the Combo Board Game Bar on the campus. Established Combo Board Game Bar and succeeded in building high customer loyalty and maintaining an advantageous position among emerging competitors.
- Achieved an annual net profit margin of 30% by employing several creative and effective methods to target the student audience.
- Transferred ownership 18 months after commencing trading for a 35% profit.

## Details



Name:  
Miss Ziyu Li  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Keen to learn about different cultures, travelled alone to explore the world. Interested in reading and writing novels, swimming, playing drum set, organising events, photography (black and white).

## Personal Statement

A creative, proactive and observant marketer with work experience in branding and public relations. Highly effective communicator and team player with exceptional interpersonal skills gained through diverse experiences. Strategic thinker with strong analytical and problem solving skills with the aspiration to achieve a challenging role in a dynamic international environment.

## Key Achievements

Created a plan to arrange Chinese media group to visit Prague. Successfully achieved sponsorship from Austria Airlines and Kempinski Hotel by presenting the plan.

Designed a marketing plan for a French luxury bakery shop in Beijing. Enabled the company to focus it's business on company clients and achieve a significant increase in it's orders.

Shot an advertising video and took photos for a charity company in order to update it's official website, enabling the company to advertise itself and achieve greater public attention.

## Qualifications:

BSc Management and Marketing  
University of Essex, UK  
2009 - 2011

Diploma Accounting and Auditing  
Shan Dong Electric Power College, China  
2006 - 2009

## Career History:

### **Beauty Expo PR Media, PR Intern, Beijing (Jul 2010 – Sep 2010)**

**Founded in China in 2005, Communication organisations aims to promote the performance of customers by providing professional Marketing and PR services.**

- Created and presented a plan which arranged for a media group to visit Prague. Negotiated with airlines and hotels to gather sponsorship and secure competitive rates.
- Conducted a SWOT analysis when creating the marketing plan for a French luxury Bakery brand based in Beijing. The company adopted the plan and consequently orders from company clients increased dramatically.
- Liaised and negotiated with local companies to make and conduct online marketing strategies. By advertising these local companies to the mass public on the Internet in the popular platforms more people learned about the company.
- Collected information relating to overseas cosmetics companies and by contacting them and offering a professional PR communication plan, helped them enter the Chinese market.

### **Rainbow Services, Marketing Intern, UK (Mar 2010 - Jun 2010)**

**A charity organisation who strive to change and alleviate the effects of disadvantage, deprivation and social exclusion through imaginative projects that support, enable and develop people and organisations, stimulating beneficial change in the local community.**

- Liaised with all the departments of the organisation and communicated with the key people to produce the successful shooting of an advertising video.
- Took photos of the offices, staff and program to update the official website, enabling the company to advertise itself with photos.

## Details



Name:  
Mr Biao Li  
Nationality:  
Chinese

Languages:

- Chinese (Mandarin)
- Chinese (People's Republic of China)
- Japanese (Japan)

Current Course:  
MSc Strategic Marketing  
Interests:  
Calligraphy (won National Prize at the age of 9), Singing (member of university's chorus), Basketball (member of university's basketball team) and reading Fantasy Stories.

## Personal Statement

Graduate with a sense of innovation, strong co-operative spirit, organisational ability and capacity to plan activities well. Sincere personality with a positive, optimistic attitude towards life. Enthusiastic and responsible with the ability to adapt, using good communication skills and hard work. Serious and responsible, optimistic and motivated. Prefers an energised and challenging working environment with good corporate culture.

## Key Achievements

During first internship as Assistant Client Manager at Bank of Communications, one of the biggest commercial banks in China, invited 22 students to open cards in a day by research and promotion.

Participated in a cross-university chorus singing contest in Ningbo as the member of the chorus of University of Nottingham Ningbo, China. Won the Third Prize by exercising singing five hours a day.

Started studying Calligraphy at the age of eight with little knowledge of Chinese characters by age of nine won first national prize by lengthening time of practice from one hour to four hours.

## Qualifications:

BA (Hons) International Business Management  
The University of Nottingham Ningbo, China  
2007 - 2011

GMAT (Graduate Management Admission Test)  
GMAC (Graduate Management Admission Council)  
2010 - 2010

TOEFL IBT (Internet-Based Test for the Test of  
English as a Foreign Language)  
ETS (Educational Testing Service)  
2010 - 2010

## Career History:

### **Hai Tong Securities: Assistant Client Manager, Intern - Shanghai, China (Jul 2009 - Aug 2009)**

**Hai Tong Securities Co. is a major securities firm in China, which provides services in stocks and futures brokerage, as well as investment banking, corporate finance, M&A, asset management, mutual fund, and private equity.**

- Helped account manager complete the client account, data collection certification and copy filing, which led to the greater ease of referring to customer resources.
- Assisted the account manager to complete the product sales work and increase the product sales of the company, adding to the company's profit. The additional benefit was greater efficiency of work.
- Accompanied the account manager on visits to customers when marketing the product, which involved the stock market. Learned the sophisticated skills and techniques of account management and handled customer relationships professionally.

### **Bank of Communications: Assistant Client Manager, Intern - Shanghai, China (Jul 2008 - Aug 2008)**

**The Bank of Communications was founded in 1908 and emerged as one of the first few major national and note-issuing banks in the early days of the Republic of China. The bank was chartered as the Bank for developing the country's industries and is one of the largest banks in China.**

- Involved in procedures associated with opening accounts, business service and management of the lobby. Distributed refreshments and drinks to customers waiting to open accounts, engaged with them in a friendly manner and voluntarily reminded them of the materials needed.
- Assisted in contacting potential customers during a credit card promotion by knocking on student doors, which resulted in 22 students opening cards in a day. This compared to the target of 15 and the average number of other assistant client managers of 12.
- Managed the customer resource by inputting credit card data, using Excel statistical handling of network card and archiving material files, which resulted in more specific and systematic customer information.

## Details



Name:  
Miss Lavanya Lodd  
Nationality:  
Indian

Languages:  

- Gujarati
- Hindi (India)

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling, experiencing new  
cultures, dancing, reading  
books, cooking.

## Personal Statement

Confident, hard-working, ambitious individual with excellent co-operational and organisational skills. An effective and adaptable team member with strong analysis, communication and planning skills and the ability to adapt to changing demands and achieve challenging targets. Eager to pursue a career in the retail industry specifically in fashion or luxury goods.

## Key Achievements

Contributed to the successful running of various activity clubs and organising events throughout college by actively participating in the planning process helped in raising funds through the year.

Completed volunteering work with NGOs and LIONS International whilst at school and college to teach and train underprivileged children about road safety and environment protection awareness..

## Qualifications:

Masters of Business Administration in Hospitality  
Management  
SRM University  
2009 - 2011

BCom Corporate Secretaryship  
Madras University  
2006 - 2009

## Career History:

### **Airport Authorities of India: Intern - Chennai, India (May 2010 - June 2010)**

**Airport Authorities of India is a government organisation which manages all the activities of the airports across India.**

- Helped to determine the Manpower Planning requirements by completing a primary research study using qualitative and quantitative methods and critically analysing information gathered from various departments.
- Contributed to controlling and reducing departmental costs by recommending key areas of focus for the organisation to address.

### **Akriti Pvt Ltd: Creative Head - Chennai, India (Jun 2008 - Mar 2009)**

**Akriti was a mock Company, established by students, to sell fashion goods and manage events for students and organisations**

- As the Creative Head, led the team to design various products and services for students at affordable prices which helped in increasing profits for the company.
- Raised customer awareness and ultimately increased profits by collaborating with other team members to plan and conduct product promotions, advertising and events.

### **Raj Travel World Pvt Ltd: Intern - Chennai, India (Apr 2008 - Jun 2008)**

**Raj Travel World Pvt Ltd, is a national travel agency with offices throughout India, selling International and Domestic Holidays.**

- Contributed to increased sales and revenue as a key member of the Sales and Marketing team, by delivering a consistent, customer-focused service.
- Enhanced customer satisfaction and the company's reputation by analysing and resolving complaints efficiently and by suggesting communication related process enhancements to improve overall team working and performance.

## Details



Name:  
Miss Xinbo Ma  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Good at singing, keen on travel and photography, strong in graphic design, participate in voluntary activities.

## Personal Statement

Energetic, responsible and versatile team player with a strong product design background. Well equipped with professional market analytical skills, innovative thinking and excellent implementation capacity which has been developed through extensive voluntary work. Passionate about product and brand planning development. Aspiring to meet new challenges in a dynamic organisation.

## Key Achievements

Established instructional design strategy for new product development project which managed to provide design considerations for the creation team at BOLE Planning and Design Agency, China.

Led a group of 12 to accomplish a 15-day voluntary task in World Exposition 2010 Shanghai, China. Gained the title of 'Star Volunteer'.

Twice awarded the National Scholarship as a result of achieving the top 5% academic performance during undergraduate studies.

## Qualifications:

Bachelor of Industrial Design  
Donghua University  
2007 - 2011

## Career History:

### **Organising Committee of World Expo 2010: Volunteer Team Manager – Shanghai, China (Oct 2010)**

**The Organising Committee of World Expo 2010 Shanghai was in charge of World Expo 2010's daily operation. This was the largest such exposition ever held.**

- Held morning meetings to allocate tasks and adjusted positions flexibly according to the daily arrangement of box office and conditions of volunteers using the intelligence of decision making. This helped improved organisational skills.
- Responsible for the management of volunteers in positions. Boosted morale of team members by introducing an incentive system which assured full attendance and promising a failure-free operation.
- Harmonised the relationship between volunteers and the permanent staff by performing like a hub, corporately completing all missions efficiently and effectively.
- Calmly and methodically dealt with unexpected situations, assisting more than 2,000 visitors to enter the Expo park everyday without having an accident.

### **Bole Planning & Design Agency: Intern in Product Department – Hangzhou, China (Jul 2010 – Aug 2010)**

**Bole Planning & Design Agency is dedicated to enhancing product competitiveness and creating brand values, one of the most competitive planning and design organisations.**

- Produced an instructional design strategy for the new product development project of the 'Ounuo' vacuum cup, which successfully guided the design team to accomplish their design mission. All five proposals were extremely well accepted by the clients.
- Extracted key design concepts through analysing existing products of both the client and its rivals, plus holding a six member brainstorming meeting to consider possible trends in the vacuum cup industry and satisfying user demands.
- Enhanced personal communication skills and presentation techniques as a result of contacting clients to present the stage results and making suggestions to modifications.

### **Shanghai City Animation Company Limited: Assistant Designer – Shanghai, China (May, 2010)**

**Shanghai City Animation Company Limited is the leading animation enterprise in Shanghai, as well as the integrated operating platform for the Shanghai animation industry.**

- Established a strong sense of teamwork by getting involved in programmes of '10 Friends Elite Designer Union' advertising design and 'YUYE Consultant Company' logo design.
- Finished three high-grade design proposals in only two days, revised the cases according to feedback from clients on the spot, developing the ability to work productively under pressure.

## Details



Name:  
Miss Maddy Miller  
Nationality:  
British

Languages:  

- French

Current Course:  
MSc Strategic Marketing  
Interests:  
Target rifle shooting, Italian and French conversations, event management, photography, cookery, food culture and history, hiking.

## Personal Statement

A multilingual team player with international experience in customer relations and service. Quick to adapt to new environments and situations and thrives on new challenges. A strong communicator who enjoys engagement with clients and managers. Keen to develop a global career in marketing and communications.

## Key Achievements

Supported the Sales and Marketing team of Boeing Commercial Airplanes with Customer Relations. Helped them organise and host a three-day golf tournament in Portugal for more than 100 key customers.

Successfully effectuated changes to the Italian Department by continually pressing students' views as the student representative at Italian Department staff-student committees.

Formed strong links with a clothing supplier, managed order forms and purchasing and as a result University Rifle Club received prompt delivery of affordable, quality clothing three years running.

## Qualifications:

BA (Hons) French and Italian  
University College London  
2007 - 2011

BA (Hons) French and Italian, Year Abroad  
Universita di Bologna  
2010 - 2010

BA (Hons) French and Italian, Year Abroad  
Universite Jean Moulin, Lyon 3  
2009 - 2010

## Career History:

### **Inmarsat: Marketing and Sales Intern, London (Nov 2010 - Nov 2010)**

**Inmarsat is the world's leading provider of mobile satellite communications, specialising in satellite production. Owing 11 satellites in geostationary orbit, produces a variety of mobile communication products for clients ranging from the British Army to sport fishermen.**

- Produced an online advertising campaign for sports fishing as part of the marketing communications team by researching how to appeal to likely audiences and brainstorming with the team. Worked alongside an advertising company to create a successful campaign.
- Assembled a concise list of potential clients for the FleetBroadband through thorough research on sports fishing and related clubs and marinas in order to establish a focus base for the advertising campaign.

### **Exclamation! PR: Lifestyle PR Intern, London (Sep 2010 - Oct 2010)**

**A small lifestyle PR Agency, working for chiefly small to medium-sized growing businesses specialising in the wedding industry and also with clients in industries such as travel and home interiors.**

- Successfully promoted a client at the National Wedding Show having attended pre-show meetings with the client to better understand the nature of their business and by careful networking at the show. Also managed to create good links with Italian wedding businesses at the show for another client by communicating with them in Italian.
- Wrote and published a press release for a new client, which was effectively transmitted to appropriate journalists and magazines via the Gorkana database.

### **Altius: Marketing Intern – Brussels, Belgium (Aug 2009 - Aug 2009)**

**Altius is one of the largest independent law firms in Belgium, particularly renowned for its successful Intellectual Property department and its International focus. It boasts several multinational corporations as clients and is a correspondent firm for numerous top-tier English and American firms.**

- Involved in the re-design of the Altius website to promote greater international awareness of the firm. Transcribed and edited text passages into English, and communicated with partners to ensure satisfaction of the online biographies before going live with a modernised and accessible website.
- Conducted extensive research on law firms in Asia which could act as possible correspondent firms for Altius in the future, producing a well-organised spread sheet display of the results.

### **Boeing UK Ltd: Customer Relations Temp – London, UK (Jun 2008 - Sep 2008)**

**Boeing UK Ltd is a subsidiary of The Boeing Company, the world's leading aerospace company and largest manufacturer of commercial jetliners and military aircraft. Boeing employs more than 158,000 people in over 70 countries with over 1,000 of them in the UK.**

- Helped to smoothly execute the Boeing presence at the biennial Farnborough International Airshow as an integral member of the team organising the week-long event by liaising with customers, guests and site staff.
- Arranged numerous business dinners and other events for Boeing executives and guests by maximising the wide-ranging resources available. Gained invaluable knowledge in the organisation of small to medium-sized business events.

## Details



Name:  
Mr Firoz Namaji  
Nationality:  
British

Languages:

- Gujarati
- Hindi
- Urdu

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling to exotic locations particularly Far East, Landscape Photography, Football, Cooking, Organising Fundraisers to Support Charities and Hiking.

## Personal Statement

An adaptable, ambitious and proactive Human Resource Management graduate with proven customer service skills. Articulate, diplomatic communicator and an effective team player. Consistently works to the highest professional standards and thrives when working individually or as part of a cohesive team to deliver projects that yield multiple business benefits. Seeking to work in multicultural organisation with a global approach.

## Key Achievements

Designed the training for a team of 18 staff relating to a new back office system, enhancing productivity by 20% and limiting the need for off the job training.

Decreased daily shrinks by 15% consistently by creating an easy to use checklist to ensure regular stock checks and accurate product orders.

Founded and controlled an online travel agency generating a turnover of £4,000 in it's first six months, through precise intense marketing.

## Qualifications:

BA (Hons) Human Resource Management  
University of East London  
2007 - 2010

## Career History:

### **Lidl Plc: Deputy Manager - London, UK (Feb 2007 - Aug 2011)**

**Lidl is one of Europe's largest grocery store chains, with retail more than 580 outlets across United Kingdom.**

- Monitored store performance on a daily basis over a three year period and consistently achieved the minimum store productivity target of 70%.
- Liaised with the management team to construct performance management tools in order to evaluate staff performance. The feedback assisted the Regional Manager in monthly/quarterly reviews, which led to the promotion of two sales assistants to duty managers.
- Maintained the highest employee retention rate in the region by creating a friendly and professional work environment through employee motivation. Results led to reducing the costs on recruitment and training of new employees by 30% annually.
- Redesigned and Implemented effective procedures regarding cashing up, stock orders, price changes and daily store reports, reducing errors and discrepancies and saving time by approximately four hours weekly.
- Developed improvements in sales and customer service practices through the implementation of excellent customer relationship management skills. Annual customer feedback showed 11% increase in customer satisfaction rate for the store.
- Achieved the highest score, 100% in an alcohol-licensing exam by gaining an excellent understanding of the alcohol-licensing law and policies within the UK. Received a gift voucher of £50 from the Sales Operations Manager as an acknowledgement.

### **Al Safar Ltd: Director/Partner - London, UK (Nov 2008 - Jun 2010)**

**Al Safar is an online travel agency, primarily focusing on honeymoon holiday packages for the newly married.**

- Conducted and evaluated business performance by using tools such as the PESTLE and SWOT analysis. Gained a comprehensive insight in the travel/tourism market which helped to gain an understanding of the competition and develop an effective pricing strategy.
- Formulated a business plan highlighting projected sales and expenditure to investigate the required investment. This information helped the business survive in a competitive market and ensure that the required investment was readily available in order to ensure financial stability.
- Assembled and constructed a business proposition with limited capital, generating a profit of £150 within the initial two months during the economic downturn.
- Devised a marketing strategy to pinpoint target audience, using the marketing mix and market segmentation to create brand awareness.
- Measured controllable costs in line with the budgets by interpreting the necessary financial statements with the use of graphs and charts. This information was utilised to help reduce business outflows by 5% and maximise the available resources.

### **Magnum Carpets: Sales Manager - London, UK (Aug 2006 - Jan 2007)**

**Magnum carpets is a small/medium sized furniture and carpet wholesaler.**

- Increased customer loyalty by building effective rapport and providing excellent service before and after sales, sustaining a vast portfolio of business sales accounts.
- Established professional relationship with the suppliers and encouraged reduction in prices by enforcing buying power. Received 10% loyalty discount on bulk stock due to regular purchases from the same suppliers.
- Carried out business operations successfully and achieved targets consistently. Received appreciation for exceptional commitment and business knowledge from the business owner.

### **John Denton Services: Administration Intern - London, UK (Feb 2002 - Apr 2002)**

**John Denton Services provide specialist marketing support for the magazine industry by managing sales, marketing, call centre operations and competition handling for the publishers and distributors.**

- Pro-actively participated in learning the different services provided by the business and worked within teams to manage mail sorting, vote counting, merchandise sales and call centre operations. Added value to an existing team and helped achieve a benchmark quality in the services provided.
- Recognised by the group of four interns as a valuable intern and for being an enthusiastic and influential team player. Received an in depth exclusive tour of the business operations as an award for exceptional performance.

## Details



Name:  
Mr Olabode Omolere  
Nationality:  
Nigerian

Languages:  

- Yoruba (Nigeria)

Current Course:  
MSc Strategic Marketing  
Interests:  
Reading books ( Dreams from  
My Father - Barack Obama),  
watching financial and business  
news.

## Personal Statement

A highly motivated entrepreneur and hard working young man, who seeks to provide solutions to challenges and problems. Takes personal responsibility for developing skills, applying what is learnt to create new opportunities. An excellent communicator and listener, well motivated with proven leadership skills and versatile in the application of skills.

## Key Achievements

Set up a new company and led a team whose team members were situated in different regions of the globe, working effectively across cultural boundaries to ensure profits were achieved.

Awarded "Business Consultant of the month" for two consecutive months while working with Euphony UK Ltd because of customers satisfactions and support offered to members of the team.

Increased marketability and versatility by attaining qualifications and skills in computing, business and engineering.

## Qualifications:

Prince II (foundation and practitioner)  
APMG  
2010 - 2010

BEng (Hons) Mechanical Engineering  
University of Greenwich  
2007 - 2010

Diploma in Business and cultural studies  
University of Greenwich  
2006 - 2007

## Career History:

### **Natures Heritage (UK) Ltd: Managing Director/CEO, London UK (Mar 2009- Sep 2011)**

**Natures Heritage is a UK based company that deals in the importation and exportation of goods (mainly food materials) from countries in west Africa- Nigeria, Ghana into the UK. The company was established in March 2009 with annual company turnover of £80,000.**

- Created the company in March 2009. Began as a sole proprietorship company however now employs the services of over 10 people from market sourcing countries who work on a commission based contract.
- Expanded market sources. Initially market source was Nigeria but company now sources materials/goods from Ghana and recently established connections with traders from Holland, China and Brazil.
- Reached the target of annual turnover of over £80,000 in the second year of operation by employing the service of skilled workers from the supply countries, who are conversant with the market and have a good track record working with small and medium sized businesses around the globe, also making sure the workers maintain a philosophy of 'sourcing quality materials at the lowest possible cost' so as to maximize the returns.

### **Euphony (UK) Ltd: Management Consultant, United Kingdom (Jan 2007- Mar 2009)**

**Euphony UK Ltd is a telecommunication company founded in 1998 with an annual turnover in excess of £120m, selling telecommunication, energy products to consumers and managing a team of business consultants. Worked with the company for over one year.**

- Earned promotion from business consultant to management consultation within the period of three month by surpassing the set target of acquiring a total of 20 personal customers and three business consultants in that period of time.
- Network sized within the space of three months reached a total of 50 personal customers and seven business consultants by supporting the business customers in reaching new networks, introduction of potential customers to the network. Also by marketing and selling of company products to potential customers, in some cases door to door sales of products.
- Managed a team of seven business consultants within three months of starting as a business consultant by keeping constantly calling and requesting progress report from individual business consultants, also by discussing the strengths and the weaknesses of the individual business consultant. Business consultants were also recognised for hard-work and achievements.

### **Natures Heritage (Nig) Ltd: Sales/Distribution Manager, Lagos Nigeria (Jul 2002- Sep 2005)**

**Natures Heritage (NG) Ltd is a Nigerian based company that processes, sells and distributes food products like honey, coconuts, biscuits, flour and wheat among other products.**

- Increased the company customer and market base by introduction of internet marketing strategy to the company's sale and team, also led the team of negotiators to regions out of Lagos to supply retailers in states like Oyo, Ogun, Osun and Ondo state in Nigeria.
- Increased the company's sales revenue from 18m to 25m Nigerian Naira within one year by the introduction of "sales target scheme" incentives. This scheme meant that the more customers team members had or the more sales made by team members, the more additional days of paid leave off work they accumulated as well as an increase in the bonus given the member of staff.

## Details



Name:  
Miss Samantha-Josephine  
Onyeka  
Nationality:  
British  
Second Nationality:  
Nigerian

Current Course:  
MSc Strategic Marketing  
Interests:  
Reading novels and Industry  
publications, travelling, meeting  
new people from various walks  
of life and Sports (Tennis and  
Aqua aerobics)

## Personal Statement

A dedicated, confident and creative individual with the drive to excel within the marketing communications industry. A critical thinking team player with excellent communication, decision making and problem-solving skills. Capable of holding responsibility within fast paced environments. Ambitious, enthusiastic and passionate about forming and maintaining relationships crucial to the global marketing arena.

## Key Achievements

Headhunted to manage a boutique in Nigeria and assist with the buying process for a period of 12 months, adapted successfully to the new role and culture.

Enthusiastically worked in teams for University projects, taking the role of the task-focused leader, ensuring completion of projects, resulted in a consistent minimum mark of First Class each time.

Elected as the 'Events Organiser' of the Nottingham Trent Afro-Caribbean Society in 2007 and 2008. Managed a tight budget but delivered profitable events for students and Nottingham community.

## Qualifications:

BA (Hons) Fashion and Textiles Management  
Nottingham Trent University  
2006 - 2010

## Career History:

### **Designers Club Boutique: Business Development Manager/Buyer - Lagos, Nigeria (Sep 2010 - Sep 2011)**

**A world class leader in the fashion industry. With over 16 years of experience, Designers Club boasts various remarkable achievements in the fashion, beauty and styling global arena.**

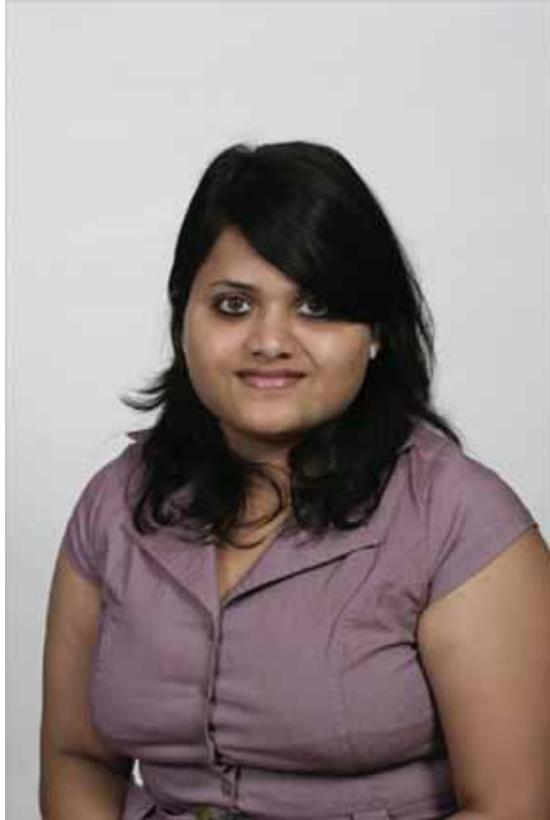
- Retained to continue working on an ad-hoc basis from the UK. Relocated to a new country for 12 months, adapted to a new culture and working environment by employing a determined and meticulous approach in the execution of the role.
- Responsible for the introduction and implementation of a new inventory system which increased efficiency by 10-15% in the day-to-day running of the Boutique.
- Modified the thinking culture in the business and reduced customers having extended long lines of credit through the use of effective communication and by enforcing discipline.
- Ordered ranges of Womenswear and Accessories of which 75% of the stock sold out in four weeks. Travelled to Europe to source new brands and managed the 'OTB' budget at international trade fairs, held in Paris and Milan.

### **Toys 'R' Us (Babies 'R' Us): Placement, Buying Assistant - Maidenhead, UK (Jul 2008 - Aug 2009)**

**Toys 'R' Us (TRU) is a global company that retails in over 33 countries worldwide. The Babies R Us department provides for all the needs of parents and parents to be. TRU has over 75 stores in the UK and over 1500 worldwide.**

- Increased efficiency and the productivity of the team in the critical weekly trading meetings by ensuring the prompt delivery of accurately evaluated data crucial to the development of new strategies.
- Successfully kept the communication channels open between the buyers and suppliers, maintaining a steady flow of information. The use of strong interpersonal and communication skills resulted in a reduction in the number of delays.
- Raised confidence and staff morale of the in-store sales team. Collated and edited the weekly pack which was used as a marketing tool to inform customers of the best sellers and answer frequently asked questions. Additionally the pack was used to highlight and praise the best selling stores whilst encouraging the lower selling stores through useful hints and tips, thus increasing overall team efforts across the company.

## Details



Name:  
Miss Karishma Panda  
Nationality:  
Indian

Current Course:  
MSc Strategic Marketing  
Interests:  
Reading, travelling, interacting,  
working out, dancing, and  
counselling.

## Personal Statement

Focussed professional gained with quality career experience working in diverse functional portfolios of business. Extremely hardworking and dedicated to consistently deliver the best results. Uses excellent interpersonal and intercultural skills to articulate thoughts efficiently with blended innovation. With the ability to learn quickly, seeking a role as an experienced Marketing professional.

## Key Achievements

Completed one year certified Internship with Indian Institute of Technology (Bombay) Google Maps, integration of Google Maps with their ongoing website in order to be used by farmers.

Marketing Management Trainee with a pharmaceutical start-up (Curacion Pharmaceuticals) while completing B.Eng key player in building relationships with clients and developed valuable public relations.

Chairperson of the Placement Committee for the Student Body during Engineering Degree. Key player in negotiating with companies to participate in campus recruitment events for over 500 students.

## Qualifications:

BEng (Hons) Information Technology  
Engineering, University Of Mumbai, India  
2004 - 2008

Internship (Hons) Google Maps, Information  
Technology  
Indian Institute of Technology - Bombay  
2007 - 2008

## Career History:

### **3i-Infotech Ltd: Business Analyst - Mumbai, India (Apr 2010 - Jul 2011)**

**3i Infotech is a global Information Technology company committed to Empowering Business Transformation, providing IT solutions across various industry verticals. 3i Infotech has over 1500 customers, including 71 in the Fortune 500 list, in more than 50 countries across five continents.**

- Key player in the introduction of an innovative tool providing a market analysis of the bank's competencies with its contemporaries. This comparison tool helped the client ICICI Bank to track their performance alongside other contemporaries and continuously make developments in order to be the leaders in the banking sector.
- Performed a complete analysis to revamp the intranet portal of ICICI Bank used globally. The portal 'Universe' is the one stop destination for the employees to navigate to various other existing applications in the bank. This led to a better graphic user interface and employee satisfaction.
- Implemented the Google search engine on the Universe portal of the ICICI Bank. Key player in gathering requirements from the end business users, articulating the thoughts to the technical team and having developed the search engine so as to provide a gateway to other modules of the bank. This transformed the portal to an intra encyclopaedia.
- Analysed the business functionalities to understand the audit, finance, marketing and HR domain and thus exploring the business aspects with a technical insight. Leading a team of seven, helped gain experience of managing multiple projects single handed.

### **Mahindra Logistics Ltd: Software Engineer-Mumba, India (Apr 2009 - Apr 2010)**

**Mahindra Logistics Ltd is a 100% subsidiary of Mahindra & Mahindra. Focussed on logistics services to both internal and external customers. Functions in supply chain management including inbound and outbound logistics, warehousing, linefeed and value added services amongst other solutions.**

- Performed single handed the programming and development of a tool to support the automation of the procurement process which was previously performed manually. This was a complete innovation for the functioning of the company as procurement was one of its key departments.
- Worked on the CRM application, which was built for maintaining a dynamic record of all the issues raised and feedback given by the clients across the country. Demonstrated the implementation LIVE to all the clients and then as a part of the IT consulting team interacted with clients to resolve their issues on the application, thus providing an exposure to the business logic of the application.
- Key player in the implementation of the online warehouse management system which was initiated to set up a warehouse across the country. This system was designed to capture all the warehouse activities and eliminated any human intervention and thus restricting any sorts of manual errors.
- Actively involved in team building activities like organising spot games, road shows, etc. as well as co-ordinating team outings, birthday celebrations and recognition of individual committee member's effort.

### **Atos Origin Private Ltd: Software Engineer, Mumbai - India (Sep 2008 - Apr 2009)**

**Atos is an international information technology services company with annual revenues of (insert euro symbol) 8.7bn and 78,500 employees. Serving a global client base, it delivers hi-tech transactional services, consulting, systems integration and managed services.**

- As a software developer, involved in the successful application development for two major clients in the UK, Travelex cheque system and British Health Department.

### **Curacion Pharma Private Ltd: Management Trainee, Mumbai - India (Jan 2007 - Sep 2008)**

**Curacion Pharma facilitates the service of bringing together quality medicines and manufacturing, logistics and courier companies, in order to serve the demands of millions of people. Hence providing significant trust base to offline pharmacies and medicines centers.**

- Management trainee in the marketing and PR division, was mainly involved in client interaction for brand promotion, report designing and market analysis. Devised strategic methodologies to collect new data. Designed processes to effectively obtain existing data. Enabled immediate response to customer building needs and determined prime building locations. Saved the organisation significant expense through lucrative negotiations.

## Details



Name:  
Mr Sebastian Priess  
Nationality:  
German

Languages:  

- German (Germany)

Current Course:  
MSc Strategic Marketing  
Interests:  
Reading, Photography, Politics,  
History, Travelling around the  
world, Fitness, Running

## Personal Statement

Open-minded and ambitious team player with proven leadership skills and the ability to tackle challenges intensively from the start. A "thirst for knowledge" and an independence in solving problems are vital motivators. After having gained contacts and experiences in the field of logistics and media is now open for new challenges to progress career in Sales and Marketing Management.

## Key Achievements

Sales responsibility for a-clients with a total sales revenue of €9.66m. Furthermore, successfully handled an acquisition in Northern Germany with total revenue of €100,000 in only four months.

Strategically developed the employer's product range by introducing new products and tripled the sales volume for the "flexMAIL family"-portfolio.

Restructured the sales department with colleagues and referred to the CEO in respect of milestone completion confirmation. Took on the training responsibility for the account management department.

## Qualifications:

Diplom Betriebswirtschaftslehre (Business Administration)  
FH Nordakademie gAG  
2005 - 2009

Business Administration (semester abroad)  
Mid Sweden University  
2007 - 2007

## Career History:

### **Bauer Postal Network (Bauer Vertriebs KG): Key Account Manager - Hamburg (Oct 2009 - Sep 2011)**

**Bauer Postal Network (BPN) is the logistics specialist of Bauer Vertriebs KG, a division of the Bauer Media Group. BPN has successfully established itself as an alternative postal service provider alongside Deutsche Post DHL and will continue to consistently expand this position.**

- Accounted highly renowned companies in the field of B2B/B2C postal deliveries and direct marketing such as Home Shopping Europe (HSE 24), Lekkerland Deutschland, Ulla Popken, Globetrotter (Jack Wolfskin), Gebrüder Götz, Weka Media Publishing.
- Responsible for 25.1m mailings/catalogues from clients per year, with a total revenue of €9.66m. Managed to keep current key clients satisfied and won additional 20 clients for the business. Mainly focussed on international postal operators, such as La Poste, Austrian Post, Post Denmark, Posten Norden, TNT, Post NL, Spring.
- Apart from taking care of existing clients, responsible for customer acquisition in Northern Germany. Executed cold calls and visits, won five clients in only four months (f.e. Sansibar Sylt) with a total sales revenue of €100,000.
- Responsible for the career development of four account managers. Reorganised and re-structured the sales department together with the head of the logistics division. Evaluated potential new employees and took a vital part in the whole assessment process.
- Personally marketed the product portfolio "flexMAIL family" for BPN. Introduced new important products and established strategic alliances in the field of data management (arvato group e.g.), direct mail, printing and fulfilment. Gained proven skills and the ability to cope with complex judicial issues concerning data protection rights and general contract issues (in-house contact person for Hogan Lovells Lawyers).
- Visited clients nationwide and in Europe. Promoted the company at various trade fairs and symposia in Germany to increase the brands' awareness level.

### **Bauer Media Group: Trainee (across the group) - Hamburg (Oct 2005 - Sep 2009)**

**The Bauer Media Group (founded 1875) is one of Europe's leading media companies. Around 8,000 employees at 15 locations in Europe, the US and Asia entertain and inform millions of people every day. In FY 2010 the Bauer Media Group generated €2.0bn in sales.**

- Successfully represented the International Sales Management Department during a maternity leave (six months) at Bauer Media KG (ad marketing). Referred to the CEO and took care of foreign representations amongst Europe at that time.
- Encouraged the responsible Head of the magazine "Welt der Wunder" to rethink and redefine his strategic approach towards the target group "youth" by carrying out a Diploma Thesis for this matter. This thesis was evaluated and given an outstanding grade of "excellent" in the following colloquium (presentation).
- Built knowledge from "Training on the job" in all relevant departments of a leading media company, including Controlling, Taxes, HR, Advertising, Communication, Digital Media, Editorial departments, Sales and Distribution and Logistics. This longterm internship (more than four years and in parallel to studies) led to a fundamental understanding of how business processes rely on and interact with each other.

## Details



Name:  
Miss Wu Qiumeng  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Reading novels and listening to music. Eager to learn all outdoor sports especially good at swimming and badminton. Shopping and travelling with friends to look for new trends in nature.

## Personal Statement

Highly motivated individual with a strong academic background in science and arts, with a professional knowledge in Chemistry Engineering and Marketing. A good team-leader and with excellent experience of working with team members to publish a paper in the school newspaper, the only team from 20 teams entered to achieve publication. Ready to assume broader responsibilities and benefit organisations with analytical and interpersonal skills.

## Key Achievements

Led and organised the "Top 10 Singers" Singing Competition in Donghua University to audiences of over 100 people using new social media methods to enhance the brand reputation.

Significantly shortened the synthetic experiment process by one third as a result of an improved compound method which was accepted by the tutor and incorporated by the whole faculty.

Acted as an outstanding volunteer in Shanghai 2010 EXPO. Great honour to be the only team member in the team to guide the foreign guests in the EXPO Centre.

## Qualifications:

BEng Dyeing and Finishing Engineering  
Donghua University, China  
2007 - 2011

BSc Marketing  
Shanghai Institute of Foreign Trade, China  
2008 - 2011

## Career History:

### **Sales, Top Link Conference and Event Management, China/Malaysia (Jul 2010 - Aug 2010)**

**Building business contacts via phone and conducting research for potential customers. Building a customer database to identify customer needs and recommend suitable products and services.**

- Improved sales revenue by negotiating with potential customers, expanding networks and as a result the team achieved US\$0.35m income per week.
- Set up a client data base to ensure the information for every customer was up to date. Additional benefits to the company included more information relating to an analysis of their interest, budget and schedule.

### **Marketing InterN, WPSnet International, Denmark (Sep 2010 - Oct 2010)**

**Responsible for setting up and managing the alliance program, PR and advertisements to improve the success rate of inbound consumers by 50%. Using vivid pictures and successful cases in the EXPO exhibition to expand the brand reputation.**

- Communicated with inbound consumers on tough issues through various methods such emails and telephone calls. Ensured the deals made with the consumers were based on their individual needs.
- Established an exhibition in the Danish Pavilion in the EXPO which improved brand awareness and achieved an eight percent increase in inbound calls. Displayed flashes in the exhibition to attract more outbound consumers, resulted in the increase of 11 percent outbound calls.

## Details



Name:  
Miss Ameeta Rajkumar  
Nationality:  
Indian

Languages:  

- Malayalam (India)

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling to distant, hidden  
locations, helping set up unique  
small businesses.

## Personal Statement

Marketing professional with over five years experience in using events and "Below The Line" activation to derive brand / programme benefits. Being a core member of an international brand such as "Time Out" strengthened ability to assess client needs and strategically position programmes and solutions to align with market needs/ projections. Proven ability to execute with integrity, ethics and values based leadership.

## Key Achievements

Understands the importance of mass media as an influencer and experienced in integrating media with concepts to achieve stated objectives for various assignments for Time Out Bangalore magazine.

Being a part of an international magazine, interacted extensively with people from varied backgrounds, gaining a good understanding of business processes across a range of industries.

Converted the marketing team from a "cost centre" to a "profit centre" by selling sponsorship for Time Out events such as Jazz Nights, Speed Dating, Salsa sessions, Time Out parties etc.

## Qualifications:

BA History  
Women's Christian College, India  
1997 - 2000

## Career History:

### **Bluefoot Cultural Consulting: Manager Business Relations - Bangalore, India (Mar 2010 - Jul 2011)**

**Bluefoot Cultural Consulting, was born out of a simple vision: to bridge cultural divides with a mission to ensure no traveller or relocating expat feels like an outsider looking in, distanced and untouched by the multihued diversity that makes each land and it's culture distinct.**

- Part of the core business team to market Bluefoot to expats, corporate houses, hotels and relocation companies to use it's services and offerings.
- Initiated business with companies such as Ernst & Young, IBM, Lenovo, Cisco, Taj group of Hotels etc to offer their clients and guests interactive local experiences with a conviction that culture is more than what a guidebook can offer.
- Being a part of a start up, took ownership for setting up various training sessions for the culture guides, forming links with local travel agencies and media houses to partner with and promote the brand.

### **Time Out Bangalore: Marketing Manager - Bangalore, India (Apr 2007 - Dec 2009)**

**Time Out Bangalore, a part of the international Time Out group is a city guide and fortnightly magazine that helps promote city events.**

- Successfully launched the magazine in Bangalore with 100% circulation at all leading magazine outlets. Headed the team that initiated various "Below The Line" events and launched print and radio campaigns during the launch phase of the magazine.
- Developed large format concepts and strategies to drive profitability for the magazine and created integrated opportunities using events, online, outdoor, "Below The Line" and radio teams. This helped to generate revenue for the first time from the Marketing team.
- Entrusted with the responsibility of increasing circulation of the magazine by creating a point of sale at non conventional outlets. Identified a unique selling method, to open non conventional outlets for sale based on where the target group frequents. Some examples of NCO's include gyms, clubs, salons, ice cream parlours, restaurants and coffee shops.
- Developed marketing plans and budgets for the year, strategy on product positioning, market penetration and pricing. This resulted in increased sales, subscriptions and visibility of the magazine was increased by at least 80%.

### **Forbes Gokak Ltd: Manager Corporate Relations - Mumbai, India (May 2006 - Feb 2007)**

**Forbes Upmarket Retail Brands Division was set up to harness the exponential growth of the Indian retail industry. It provides expertise in the marketing of Retail apparel brands, from the positioning to the final retailing. It has tie-ups with international brands like DAKS, Savile Row & Trussardi.**

- Promoted activities aimed at increasing brand awareness and customer acquisition thereby creating an interest in the market for the brands.
- Promoted exclusive tie ups with key clients from various industries thereby facilitating increased revenue and customers by a substantial percentage as the brands were expensive and new to India.
- Co-ordinated with Graphic designers and advertising agencies to create, produce and print marketing material for the company brochures, fliers, posters and advertisements.
- Initiated and developed a loyalty program for the various brands aiming to generate interest and conversions for the brands. Achieved some success in convincing clients to shop in India versus shopping in foreign countries for the same brands.

### **Time Out Mumbai: Assistant Manager Marketing - Mumbai, India (Feb 2005 - Apr 2006)**

**Time Out Mumbai, a part of the international Time Out group, a city guide and fortnightly magazine that helps people make the most of the city.**

- Assisted with the launch of Time Out magazine in India. Being a part of an international magazine meant greater exposure to the best writers, more funds for the marketing team and the opportunity to contribute to a great extent to many of the out of the box ideas and events that were launched. Some of them included retailing out of Non Conventional Outlets NCO's such as gyms, spas and boutiques, introducing Time Out nights, Time Out walks which became part of later assignment in Bombay.
- Developed strong skills in creating event solutions where objective mapping, brand sponsorship and ROI and it's measurement were the hallmarks. Therefore increasing sales of the magazine, subscription numbers and creating hype around the magazine in the city.

## Details



Name:  
Mr Siang Ren  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Organising events, travelling,  
reading books, learning about  
different cultures, learning a  
new language, swimming.

## Personal Statement

A highly-motivated and result-oriented graduate with a degree in Events Management. Possesses a keen eye for detail and willing to take responsibility. An excellent team player and able to co-ordinate team members even under pressure. Experienced in organising events. Keen to develop expertise in a marketing position that brings self-actualisation.

## Key Achievements

As part of a team of seven, organised and staged a charity event for Shutterbug Project, HandsOn Shanghai. Generated RMB 25,503 (£2,500), increased media coverage and social awareness of the project.

Volunteered to support a project providing English training courses to over 80 teachers in Guizhou province, received very positive feedback on English Oral teaching and activities organised.

## Qualifications:

Bachelor of Management, Events Management  
University of Shanghai for Science and Technology  
2007 - 2011

## Career History:

### **TRUMPF(China): Assistant of Laser Service Manager (Internship) - Shanghai (Sep 2010 - Apr 2011)**

**TRUMPF is a global high technology business with over 800 employees and €1.34bn sales in 2009/10, specialising in the production of lasers, machine tools and medical technology.**

- Improved the efficiency of how contracts were filed and monitored in the Service Department of TRUMPF(China), Shanghai by producing original excel spreadsheets.
- Managed purchase requests, purchase orders, invoices and contracts (CO2 and YAG Laser), ensuring the correct workflow and providing a clear picture to the service manager.
- Re-wrote the engineer over-time work record spreadsheet which reduced input time by 50%.

### **Nordic City of Living and Learning : Events Planning (Internship) - Shanghai (May 2010 - Jun 2010)**

**The Nordic City of Living and Learning is a new area constructed in Xindu District of Chengdu, China, with an area of 496 square kilometres and a population of 1m. It aims to provide a high value business area for professional people who need a quality living environment.**

- Established online contact lists for the Denmark-Xindu Day involving over 100 VIP guests. Designed and sent invitations to the guests and managed the project email address list.
- Visited the event venues and contributed to the design of the layout of event sites- Denmark Pavilion in 2010 Expo site including the layout of the meeting room seating plan for over 300 guests in Lyceum Theatre.
- Participated in the production of evening Jazz concert and received positive feedback from the project supervisor on quality of hard-working and skills of communication, planning and scheduling.

## Details



Name:  
Mr Thomas Renwick  
Nationality:  
British

Current Course:  
MSc Strategic Marketing  
Interests:  
Current affairs, winter sports,  
travelling and organising  
events.

## Personal Statement

A proactive and results orientated marketing professional, accustomed to delivering to high standards using strong analytical and communication skills to achieve targets. Having gained valuable exposure to a strategic team that explored commercial finance opportunities in Asia-Pacific, now eager to seek opportunities to further develop a strong business acumen working for a dynamic multinational organisation.

## Key Achievements

Supported the design of a marketing strategy that assisted in automatic target building and progress reporting. It's implementation has provided the organisation with a cross country reporting tool.

Proactively assisted in the data analysis of a recognised 'think customer' initiative by providing advice on trends and identifying areas of business improvement to stay ahead of competitors.

Developed and implemented consumer market research to identify trends between amenities and gentrification resulting in positive discussions with town planning, residents and local government.

## Qualifications:

BA (Hons) Geography  
King's College London, UK  
2008 - 2011

## Career History:

### **Siemens: Marketing Analyst, Commercial Finance – Europe and Asia Pacific (May 2011 - Sep 2011)**

**Siemens Financial Services (SFS), co-ordinates an international network of financial companies. The SFS division offers a broad range of financial services, and covers activities from sales and investment financing to treasury services, fund management and insurance brokerage.**

- Contributed to the provision of strategic evidence for future business development in collaboration with team colleagues, by undertaking detailed macro-economic desk research through to co-ordination of field feedback.
- Assisted in the process of securing further enquiry into regions with predicted growth and opportunities by collating and analysing data and designing presentations.
- Provided detailed third party vendor feedback to country specific marketers across Europe and Asia. This information enabled the business to review and strategically improve its performance across core competencies.
- Involved in the outsourcing process for research via a global leader in business process and technology management with the view to securing a business relationship underpinned by clearly defined goals and targets.

### **Farr Vintners: Marketing and Operations Team Leader - London and Hong Kong (Jun 2010 - Sep 2010)**

**Farr Vintners are a leading fine wine brokerage company with offices across London and Hong Kong. They specialise in trading rare and fine Bordeaux wines for long-term investment.**

- Supervised and co-ordinated a small team in achieving challenging sales targets by understanding the consumption and growth trends across both the UK and Hong Kong.
- Increased business to consumer capability by developing strong business relationships with private clients. Won new business by promptly evaluating market trends to maintain a competitive edge.
- Involved in the digital marketing process of the product by means of photography and web design, gaining positive client feedback and a 10% annual increase in e-commerce sales.

### **Village Green Committee: Volunteer - Great Cheverell, United Kingdom (Aug 2010 - Apr 2011)**

**The Village Green Committee was established to apply for and secure village green status under Section 15 (2) of the Commons act 2006.**

- Assisted in gaining verbal and written evidence to support the claim for the registration of a new green, enhancing relationships with both the local community and government.
- Co-designed and produced a detailed questionnaire to establish the community's response to the village green application. Achieved 73% positive feedback leading to a strengthened application.

### **Cert Octavian: Junior Client Administrator - Corsham, United Kingdom (Jun 2009 - Sep 2009)**

**Cert Octavian is the UK's market leader in premium product logistics, with global brands in the drinks, wines and spirits sector. The Octavian Cellars offers fine wine storage for private clients, investors and merchants.**

- Successfully negotiated and scheduled both incoming and outgoing delivery times resulting in recognition from both senior colleagues and customers.
- Ensured adherence to strict deadlines for the exportation of fine wine in accordance with regulatory bodies by building strong relationships with internal and external customers.

## Details



Name:  
Miss Eselawosi Roberts  
Nationality:  
British

Current Course:  
MSc Strategic Marketing  
Interests:  
Playing the piano, travelling and  
photography, volunteering for  
charities.

## Personal Statement

Versatile and self driven individual with strong business acumen and perseverance to succeed. Excellent interpersonal skills and attention to detail. Thrives on new challenges and ability to communicate at all levels. Looking to work in a dynamic and creative environment.

## Key Achievements

Achieved a Duke of Edinburgh Gold Award by successfully completing a personal programme of practical, cultural and adventurous activities.

Awarded a volunteer certificate in recognition of contribution and commitment to the British Red Cross.

Raised over £2,500 with others in a team at a Sing for Water event for WaterAid projects in Africa.

## Qualifications:

BSc (Hons) Business and Management  
Brunel University, UK  
2006 - 2009

## Career History:

### **British Red Cross: Advertising Assistant - London, UK (Aug 2010 - Sep 2011)**

**Humanitarian organisation providing disaster and emergency relief, medical services and education worldwide.**

- Researched and identified effective online and print advertising for the internship scheme, significantly increasing applications and the diversity of candidates. Ensured maximum presence on career websites which generated high response rates and brand awareness. In 2010, 165 internships proceeded, exceeding the target of 150.
- Negotiated print media rates with account manager and executives which enabled expansion of key marketing collateral.
- Promoted internship opportunities at an insight session to a group of young people with interests in the charity sector. Enhanced presentation skills and received positive feedback.
- Advised team members of the Finance and Education Services divisions on advertising methods to increase applications for voluntary roles.

### **St. Mark's Hospital Foundation: Fundraising Office Assistant - Harrow, UK (Nov 2009 - Dec 2010)**

**Funds research, education and training at the world's first specialist bowel disease hospital.**

- Researched and identified grant-making trusts supporting medical research projects. This resulted in a significant increase in income through donations.
- Updated and implemented donor records on the Raiser's Edge database to improve operational efficiency.

### **Principles: Sales Advisor - Debenhams, Harrow, UK (Feb 2008 - Mar 2009)**

**British fashion retailer offering women distinctively designed clothing and accessories for a modern contemporary look.**

- Assisted customers and recommended additional key items to incorporate new season trends, increasing sales by up to 10%.
- Created floor displays and executed point-of-sale materials which effectively enhanced merchandise for buying appeal.
- Minimised loss of stock targeted through shoplifting and theft by maintaining sales floor awareness and reporting incidents to the management team and security.
- Demonstrated product-knowledge growth and maintained customer loyalty through efficient resolution of enquires.

### **Merchant Bank Ghana Limited (MBG): Retail Banking, Summer Placement - Accra, Ghana (Jul 2007)**

**Leading bank in Ghana with a network of 22 branches comprising of retail, investment, corporate and institutional banking.**

- Gained a profound understanding of the financial products, services and retail banking operations by liaising with team members and other departments across the branch network.
- Assisted and monitored the activities of ATMs, Internet Banking services and loan application processes of clients.

## Details



Name:  
Mr Keum Roling  
Nationality:  
Dutch

Languages:  

- Dutch (Netherlands)

Current Course:  
MSc Strategic Marketing  
Interests:  
Enjoys challenges and surpassing expectations. From cooking to playing tennis to launching creative ventures for clients, always eager to find innovative solutions or to do something new.

## Personal Statement

Creative, effective and high motivated professional with proven talent for leadership. Career spans countries and cultures and focuses on developing inter-cultural communication and negotiation skills while cultivating management ability and creative thinking. Continually striving to become a better marketeer, idea engineer and communicator. Aims to join a marketing and advertising agency or corporate global marketing department.

## Key Achievements

Successfully engineered international tour and publicity for a US\$ 500K Korean theatre production within a two month time frame at the world's largest Fringe Festival in Edinburgh (UK).

Managed a large European tour production. Improved efficiency in the client's organisation through logistical innovations while generating profits through successful negotiations with counterparts.

Founded an international creative management and consulting firm. Won and designed several major projects through excellent client relationship management and networking.

## Qualifications:

BA (Hons) Arts and Economics  
Utrecht School of the Arts  
2005 - 2010

## Career History:

### **Creative Initiatives: Founder and Producer, Seoul - South Korea (Aug 2009 - Sep 2011)**

**Creative Initiatives is a management and consulting company for the creative industry. It offers project management, international representation, mediation, contract negotiation, tour management, business research, and marketing and public relations services.**

- Successfully led global contract negotiations on multiple projects for a large entertainment agency in the Netherlands. Average project values ranged from US\$150K - 300K.
- Built up a wide international clientele base through networking and by setting up a system for establishing and maintaining collaborative client relationships. This resulted in winning and designing several major projects.
- Successfully localised culture-specific content in diverse international markets. Managed projects of varying size and complexity in the Netherlands, Belgium, France and Germany.
- Managed successfully several cross-functional and multicultural teams in different European countries, overcoming personal and cultural differences. This resulted in effective and efficient execution of projects and a pleasant but hardworking collaborative team, meeting all deadlines and goals to the client's great satisfaction.

### **The Patron Company: International Project Coordinator, Seoul - South Korea (Nov 2007 – Dec 2008)**

**The Patron Company is a management, production and consulting company that focus on building a dynamic exchange of performing arts activities between Korea and the West.**

- Successfully executed the Korea tour of the Australian musical hit Eurobeat with leading Australian musical stars. Responsibilities included production management, tour management, marketing, budgeting and financing.
- Managed in-house production and oversaw all business undertakings between the company and the Mexican festival organiser. Responsible for the liaison and production process for the 2008 Mexico tour. Led a Korean team of cast and crew and managed to have them collaborate closely with the Mexicans at the festival.
- Analysed target market for in-house production and promoted performance at international festivals.

### **Dobecom: Producer, Seoul - South Korea (Apr 2008 - Sep 2008)**

**Dobecom established itself in 1992 with the production of the Daejeon EXPO Grand Show. It has since held numerous events and shows sponsored by the Korean government and corporate enterprises. It has also organised large shows for Korean pop stars and created theatrical shows.**

- Managed international production and performance of US\$ 500K show at the Edinburgh Fringe Festival, the world's largest and most prestigious festival.
- Developed marketing strategies and organised a range of guerrilla marketing activities on the streets of Edinburgh, leading to sell-out performances and increased ticket sales in Korea. Besides receiving several invitations from festivals, performed at the winter 2010 Olympic Games in Vancouver.

## Details



Name:  
Miss Ang Shi  
Nationality:  
Chinese

Languages:

- Chinese (People's Republic of China)
- Chinese (Traditional)

Current Course:  
MSc Strategic Marketing  
Interests:  
Organising activities, executing strategies, Project Management, Public Relations Management. Skating, Tennis and playing the violin.

## Personal Statement

An energetic individual who has recently graduated. Strong executive force and communicative competence gained from various experiences in a fast developing company, not-for-profit organisation and sport industry. Capable of fulfilling responsibilities in each position held to date, ranging from marketing to project management. Looking for opportunities to work in a dynamic and challenging environment.

## Key Achievements

Awarded SIFE ELITE STUDENT for achieving excellent results over three years. SIFE (Students In Free Enterprise) is an international non-governmental organisation.

Led a team participating in the Challenge Cup, a national competition requiring the team to produce a business plan for a fictitious organisation. Business plan was later accepted by a real company.

As an intern, increased the monthly rate of ticket income for SunshineZero by 7% for three consecutive months through the creation of a promotional plan to attract university students.

## Qualifications:

BSc (Hons) Marketing (in Sports Industry)  
Shanghai University of Sport  
2007 - 2011

French Minor  
Shanghai International Studies University  
2008 - 2010

## Career History:

### **SIFE: Project Manager- Shanghai China (Dec 2007 - Jul 2010)**

**SIFE (Students In Free Enterprise) is an international non-government organisation with 48,000 active members. It works with leaders in business and higher education to improve the standard of living for people in need.**

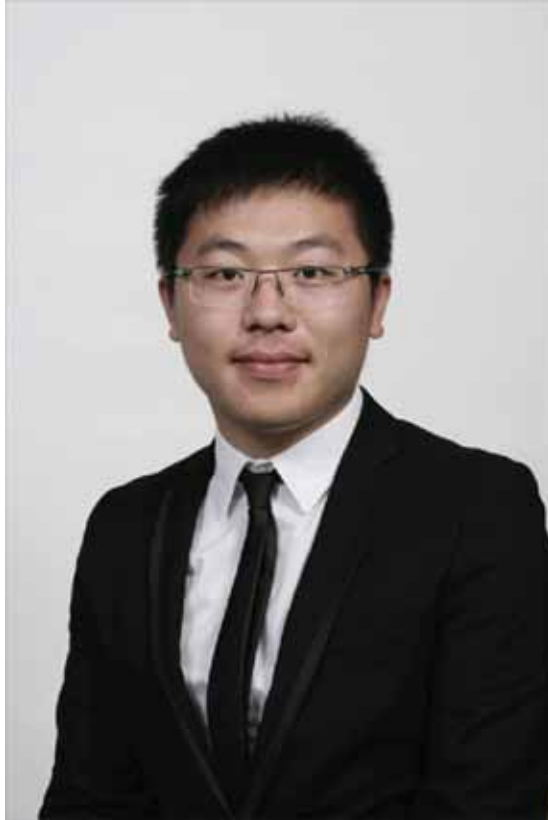
- As the Project Manager, led a team of seven core members to set up an information platform, providing a series of reading material and courses for the mass retired athletes. This programme was ranked as one of the top 16 in SIFE China in 2010
- The Project of Helping the Retired Athletes had been running for two years with a little progress. Following the appointment of Project Manager, analysed the social problem from a different angle, created an efficient model that helped nearly 150 athletes to improve their visibility and approach to job searching after retirement.
- Identified the importance of tracking those athletes having received aid. By keeping a data base of the athletes and twice enquiry a year after aid, the validity of the programme was guaranteed.

### **SunshineZero Sport and Culture Company: Marketing Assistant-Shanghai China (Jun 2008 - Jul 2011)**

**Sunshine Zero is the first, as well as the largest company running a chain skating rink in China. The company currently owns an art group on ice, a skating club and 13 rinks in 10 cities across China.**

- Successfully organised a market research campaign to identify skating consumption in East China. The result was extremely well received by the marketing department and led to follow-up strategies in developing the market in east China.
- Took responsibility for consumer relationship management. Dealt effectively with 43 consumer complaints and achieved a consumer satisfaction rate of 100%.
- Communicated effectively with branches in different areas of east China which ensured a nationwide business competition of figure skating took place without any problems.

## Details



Name:  
Mr Zhan Shi  
Nationality:  
Chinese

Languages:

- Chinese (Mandarin)
- Chinese (People's Republic of China)
- Chinese (Simplified)

Current Course:  
MSc Strategic Marketing  
Interests:  
Politics, Economics,  
International Relations, History,  
Sports, Reading, Listening  
Music.

## Personal Statement

Passionate, confident and motivated Business School graduate with an excellent grounding in marketing theory and practice. Capable of leading a team as well as participating as a member. Excellent interpersonal skills and ability to work on own initiative. Keen to work in an innovative and multicultural organisations and make contributions to the organisation.

## Key Achievements

Achieved distinction award in Higher National Diploma study from the University of Qingdao.

Gained champion award in table tennis championship of Qingdao University in 2009.

## Qualifications:

BA (Hons) Business with English  
Portsmouth University  
2010 - 2011

HND in Business Management  
Qingdao University  
2008 - 2010

## Career History:

### **Lenovo: Salesman - Binzhou, China (Jul 2008 - Sep 2008)**

**Lenovo is one of the world's largest makers of personal computers and makes the world's most innovative PCs, including the renowned ThinkPad® notebook.**

- Developed an used computer donation plan to the local public school, which helped in building a long-term partnership with the local government, which contributed 25% of the profit for the whole year.
- Assisted the HR department in designing training workshop to improve the communication skills of the sales people.

### **Rose Garden: Manager Assistant - Binzhou, China (Jun 2011 - Sep 2011)**

**Rose Garden is Shenzhen based real estate company who build and sell real properties in Tianjin, Shenzhen, Jinan, Binzhou cities.**

- Helped in organising recruitment fair for the company in August 2011, arranged MBTI assessments and interviews. As a result, an experienced team of seven was built and saved 17% recruitment costs compared with 2008.

## Details



Name:  
Mr Ritesh Kumar Sinha  
Nationality:  
Indian

Languages:  

- Hindi

Current Course:  
MSc Strategic Marketing  
Interests:  
Playing and watching Cricket,  
watching movies, listening to  
music, travelling, Stamp  
Collecting.

## Personal Statement

A proactive, hardworking and dedicated individual with extensive experience in Media, Entertainment and Retail sectors. Possesses strong analytical, inter-personal and mentoring skills, demonstrating an excellent team spirit, ownership and results orientation to the successful and timely delivery of assigned tasks. Seeking to add value and develop further by pursuing a career in a global Telecommunication or Retail industry.

## Key Achievements

Reduced product delivery times by 66% and reduced costs by US\$4.5K per month by identifying process efficiency and online system improvements that reduced manpower and working hours.

Consistently ranked within the top performing 5% of employees within the organisation. achieving "Exceeds Expectations" annual appraisal ratings.

Supported underprivileged children in India by actively contributing to a major NGO responsible for providing computer education in villages around Delhi.

## Qualifications:

B.Tech Information Technology  
Punjab Technical University, Jalandhar, India  
2003 - 2007

## Career History:

### **4C Plus Internet Company Ltd: Senior Software Engineer - Delhi, India (Oct 2009 - Jun 2011)**

**4C Plus is one of the leading and fastest growing IT solution providers for the Media and Publishing industry.**

- Seized the opportunity to lead a team of five responsible for the effort estimation, analysis and deployment of a Sales and Marketing application. Reduced the delivery time by 66% and saved US\$4.5K per month by critically analysing the client sales process and implementing an IT solution for the online delivery of promotional videos.
- Selected by senior management to work for the Centre of Excellence team responsible for IT consulting and advisory services.
- Acted as a Single Point of Contact for requirements gathering and feasibility analysis between cross functional teams across US, Mauritius and India which resulted in cutting down the manpower costs of the organisation.
- Ensured the smooth and efficient processing of change management requests for the enhancement of online business models, by interacting extensively with clients and analysing their requests.

### **4C Plus Internet Company Ltd: Software Engineer - Delhi, India (Jun 2007 - Sep 2009)**

**4C Plus is one of the leading and fastest growing IT solution providers for the Media and Publishing industry.**

- Reduced the HR operational process completion times by 39% and saved 112 man hours for the organisation by critically analysing the end to end processes and automating the manual processes where possible.
- Designed a technical road-map for the implementation of a common web service across the project and implemented role based security across the entire application portfolio, which helped the organisation to cut costs on maintaining multiple servers.

### **TATA Teleservices Ltd: Internship - Mohali, India (Jul 2006 - Dec 2006)**

**Tata Teleservices is the leading Telecommunications company under the flagship of TATA Group, India.**

- Developed a good understanding of the client server model which formed the base of the project undertaken by the company, by successfully completing an intensive training programme on Computer Networks and Wireless Communication.
- The training provided by the organisation helped in documenting, analysing and creating the COMMUNICATOR (A Client Server Information Sharing System), which made the communication within the organisation easy and simpler.

### **4C Plus Internet Company Ltd: Internship - Delhi, India (May 2004 - Jul 2004)**

**4C Plus is one of the leading and fastest growing IT solution providers for the Media and Publishing industry.**

- Successfully completed a Website Development training programme, which served as a good base for progressing onto advanced Web Technologies courses.
- Working as part of the ongoing project, took the opportunity to gain experience in the corporate world and the based on the skills acquired led to an offer of employment.

## Details



Name:  
Mr Rupert Stockinger  
Nationality:  
Austrian

Languages:  

- German (Austria)

Current Course:  
MSc Strategic Marketing  
Interests:  
Volunteer Fire Fighter FF  
Haschendorf, Parkour running  
and floor acrobatics, Hung  
Kuen Kung-Fu, Mountain  
running ( > 2 hours), Cooking,  
Fashion.

## Personal Statement

Highly communicative and customer oriented sales professional with profound computing and financial background. Loves challenges and is able to motivate himself and a whole team to grow beyond the limits. Innovative and analytical team player as well as leader with the willingness to further improve his management, consulting and interpersonal skills.

## Key Achievements

Promoted to OVB AG Office Manager and lawful authorised and registered financial advisor in minimum time.

Won OVB AG Austria Golden Sales Needle in the first three months of employment by achieving above average revenue three months in a row.

Promoted as Project Assistant for the biggest mobile project conducted in the Austrian market up until 2010 by showing exceptional communication and analysing skills during customer meetings.

## Qualifications:

BSc (Hons) Computing  
University of Central Lancashire  
2010 - 2011

Lawful authorised and registered financial advisor  
and trainee instructor  
Austrian Federal Economic Chamber Vienna –  
Master certification authority  
2008 - 2008

Electronic Data Processing and Organisation  
Higher technical federal training and research  
college (HTL)  
2002 - 2007

## Career History:

### **LG NEXERA Business Solutions AG: Project Manager / Assistant - Vienna, Austria (May 2010 - Aug 2010)**

**LG NEXERA is a leading company in the Austrian data logistics and mobile business solution sector.**

- Promoted as Project Manager and Key Accountant for the local authority and service industry sector after taking over a delayed project and delivering it on time.
- Introduced two new business opportunities by conducting research about existing and innovation possibilities which also included the initial development of prototypes and improvements.

### **Arbeitsmarktservice (AMS) Österreich: Seminar speaker - Wr. Neustadt, Austria (Dec 2009 - Jan 2010)**

**The Austrian Public Employment Service (AMS) is Austria's leading provider of labour-market related services.**

- Held a series of IT related seminars to increase employability based on the reputation as OVB internal seminar facilitator.

### **OVB Allfinanzvermittlung GmbH: Office Manager - Wr. Neustadt, Austria (Jun 2008 - Apr 2010)**

**OVB is one of the oldest and most prestigious providers of financial services in Europe. In 14 European countries, OVB advises its 2.8m customers in all matters pertaining to financial provision, risk protection and asset growth.**

- Led negotiations with a very large and significant local business client, by performing research, discussing service needs and pitching successfully, resulting in the biggest contract of the year and a promotion to lead and take responsibility for all new business relationships.
- Established a client base of around 200 new customers, during the economic challenge of 2008 till 2010, by creating a sustained marketing and sales strategy.
- Held internal seminars about sales strategy and personal branding after achieving outstanding results as office manager and salesman.

## Details



Name:  
Miss Victoria - Qiyue Tan  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Keen to learn about different cultures, enjoys travelling, learning foreign languages and planning travel itineraries. Passionate about organising events, fashion, photography, DIY and film directing.

## Personal Statement

Ambitious, resourceful and result-oriented professional with an enterprising spirit and attention to detail. Strategic thinker with combined media creativity and business acumen. Excellent intercultural, multitasking and interpersonal skills gained from diverse experiences over the last five years. Natural leader with a contagiously passionate personality who enjoys meeting and exceeding targets. Looking for a challenging international role.

## Key Achievements

Achieved No 4 ranking in the class of Major GPA degree studies. Graded Excellent in the degree thesis (in English) and won Second-Class Scholarship (Top 5%) in 2010.

Launched campus fair to raise money for a children's school library renovation. Collected over £600, bought over 500 books and won Merit-Student Award as Deputy Manager of CUC Volunteer Association.

Offered the position to work as OMEGA's Company Representative during Beijing Olympics following three interviews. Contributed to the VIP pavilion operation and invited to attend the Closing Ceremony.

## Qualifications:

BA (Hons) Broadcast Journalism in English  
Communication University of China  
2007 - 2011

## Career History:

### **Oxfam Hong Kong: Bilingual Marketing Communications Assistant - Beijing, China (Mar 2011 - Aug 2011)**

**Oxfam is an international confederation of 15 organisations working together in 98 countries to find lasting solutions to poverty and injustice. Oxfam Hong Kong mainly focuses on projects in Southeast Asia and China.**

- Successfully designed a series of creative online and offline campaigns, including an eye-catching flash-mob dancing event at KAMA Love Music Festival, attracting more than 25,000 loyal followers to Oxfam Hong Kong's official micro-blog site.
- Reduced event expenditure by 50% through establishing a comprehensive specialist-volunteer database, engaging actively with university volunteers and cooperating with more than 15 venue sponsors and 30 NGO partners.
- Liaised efficiently with Oxfam's first ambassador in mainland China – famous actress Hai Qing – for a series of advertising shoots and project-launching events. Directed Hai Qing's first motion advertising at very short notice, only two weeks. Received positive feedback from Oxfam International's (OI) UK headquarters. Co-ordinated with OI and ensured Hai Qing's attendance in the OI delegation at Duran Climate Conference.
- Selected as the first ever in-house voluntary member of staff to co-host the "Responsible Wellbeing Workshop" and project site visits with colleagues in Chengdu Office in South China, resulting in greater organisational coherence. Interpreted for foreign facilitators and managed their transportation and accommodation during the visit.
- Streamlined the collection of regular media digests by re-organising the keyword subscribing system, which greatly improved the accuracy and timeliness of the policy research process.

### **China Open Promotions: Information and Event Co-ordinator – Beijing, China (Jul 2010 – Oct 2010)**

**China Open Promotions Ltd. is a leading sports operation company in China mainly promoting the top-tier pro tennis tournament – China Open – a WTA premiere mandatory and ATP 500 World Tour series tournament, 250,000 people attended in 2010 and an increase each year is anticipated.**

- Planned and hosted a series of exclusive players' functions in co-operation with China Open's Chief Sponsor Mercedes-Benz. Invited a daily average of 30 Mercedes-Benz's VIP clients to join. Assisted Mercedes-Benz's PR manager to create, build and develop relationships with the players, their managers and the press. Successfully retained the event as an annual activity by gaining 100% survey satisfaction from both players and Mercedes-Benz's guests.
- Co-ordinated with television broadcasters and printed press with ATP and WTA for players' press conferences, interviews and photo-shoot arrangements, ensuring smooth communication and optimum efficiency of these events.
- Kept the spectators updated with the latest competition information by compiling and broadcasting regular and emergency English announcements. Hosted the award-giving ceremony of men's singles final and women's doubles final, which were broadcasted live on TV to audiences around the world.
- Scheduled and monitored the daily shifts of University volunteers within the sports presentation team, resulting in a highly efficient workforce.

### **CCTV Business Channel: Intern Journalist & Editor – Beijing, China (May 2010 – Aug 2010)**

**China Central Television (CCTV) is a leading national television broadcaster in mainland China. CCTV has a network of 22 cable TV channels and over 30 digital channels with more than 10,000 employees. It is accessible to more than one billion viewers around the globe.**

- Recommended as a top summer intern by Business Channel's Chief Producer through independently reporting, interviewing and investigating on a number of chief international business events such as BP's oil leak, China's GDP surpassing Japan's, etc. Learned the quickest methods of using both liner and non-liner editing techniques after only half day of training and practising.
- Volunteered to edit news on night-shifts for four weeks during the 2010 Shanghai Expo, a shift not mandatory for interns. This strongly supported the relatively short-staffed morning news team in the run up to the deadline.

### **Swatch Group – OMEGA: Company Representative in VIP Pavilion – Beijing, China (Jul 2008 – Sep 2008)**

**The Swatch Group Ltd. is the world's leading manufacturer and distributor of watches, including OMEGA as one of its first-tier brands. OMEGA enjoys 80 years of shared history with the Olympic Games as the Official Time Keeper and Worldwide TOP Partner.**

- Managed the daily allocation of 3,000 Pavilion passes for VIP guests and the press from various countries during the Beijing Olympics. Ensured the 150-capacity lounge felt comfortable and uncrowded by introducing the guests to different parts of the pavilion such as the exhibition area, the boutique and the open-air deck with a close view of the National Stadium – Bird's Nest.
- Maintained the exclusivity of the pavilion by balancing access for the general public, VIPs and the press in the exhibition, interactive and watchmaker areas, especially on event days when hospitality groups and Ambassador Events ran simultaneously.
- Responded actively to guests' queries on exhibited watches and assured boutique staff were aware of and introduced to potential customers, resulting in customer satisfaction and numerous sales.
- Promoted OMEGA's brand image by collaborating with Euro Sports' TV studio on the upper floor for their interviews with OMEGA's Olympic gold medallist Ambassadors.

### **FESCO: Mandarin Teaching Trainee – Beijing, China (Aug 2006 – Jul 2008)**

**Beijing Foreign Enterprise Human Resources Service Co., Ltd. (FESCO) is the first and foremost company to provide professional HR and international training services to over 10,000 clients in overseas corporations in China.**

- Maximised students' understanding of the Chinese language and culture by guiding them on personalised city tours around Beijing.
- Optimised students' learning by arranging program schedules, event logistics and evaluation systems for the mandarin courses.

## Details



Name:  
Mr Muhammad Omair  
Tanveer  
Nationality:  
Pakistani

Languages:  

- Urdu (Islamic Republic  
of Pakistan)

Sponsored:  
Yes  
Current Course:  
MSc Strategic Marketing  
Interests:  
Love football, played for one of  
the University of Sunderland's  
football clubs, won the league  
and cup tournament. Video  
games in spare time.  
Participated in online FIFA 11  
tournament in the UK.

## Personal Statement

A creative, dependable and conscientious graduate experienced in customer service and team working through the successful delivery of workshops and seminars. Possesses excellent interpersonal and problem solving skills and provides a positive contribution to any team. Seeking career opportunities to apply strengths and further enhance skills in a marketing environment.

## Key Achievements

Conducted a marketing campaign within the University to promote an event. The event was the most successful event in the history of the University with the most number of students attending it.

Developed an alcoholic brand Marketing Strategy report for the University of Sunderland Marketing Strategy Module. Gained commendation for the 'most innovative report' and an overall distinction.

Volunteered in a Social event organised by the University of Sunderland for International students. Part of the team who conducted the marketing, which was very successful, all tickets were sold out.

## Qualifications:

BA (Hons) Business and Marketing  
University of Sunderland, UK  
2010 - 2011

BBA (Hons)  
Institute of Business Management (Karachi)  
2007 - 2010

## Career History:

### **Institute of Business Management: Volunteer - Karachi, Pakistan (Jan 2007 - Jun 2010)**

**Institute of Business Management is a leading University in the business sector. Worked as a Volunteer in numerous workshops and seminars conducted within the University.**

- Organised and promoted academic and social events by successfully working as a team player. Academic events included seminars and speeches given by Entrepreneurs. These events enhanced the awareness of the economic climate which proved very helpful for the students in producing assignments and projects.
- Enhanced overall student awareness and increased attendance level by successfully promoting events using a wide range of advertising techniques and communication channels (presentations, radio, e-mails, and social networks).
- As group leader, delegated tasks to the team, taking skills into account and provided motivation and support to achieve goals. Planned and prioritised tasks to ensure that deadlines were met, and presented ideas to the Event Manager on behalf of the team.
- Volunteering work involved communicating with different stakeholders of the event, enhancing ability to liaise with various stakeholders to achieve objectives. Ability to communicate, influence and build effective relationships with target audience was also enhanced.

## Details



Name:  
Mr Christian Thol  
Nationality:  
German  
Second Nationality:  
French

Languages:  

- French
- German

Current Course:  
MSc Strategic Marketing  
Interests:  
Playing golf, football, skiing,  
exploring technology gadgets,  
travelling and getting to know  
different cultures.  
Entrepreneurship and  
innovation management.

## Personal Statement

Proactive and creative individual with a strong ability to transform strategic ideas and visions into tangible results. Methodical know-how and presentation skills gained by leading workshops, accompanying project rollouts and delivering lectures to large audiences. Looking for an exceptional learning curve in a diversified and international environment, either in an industry-focussed consultancy or in the industrial sector.

## Key Achievements

Led a 15month strategic positioning project with a six-digit budget and an interdisciplinary team consisting of eight people. Incorporated subsidiaries' needs through on site workshops in Europe.

Accountable for a three month on-site marketing consultancy project for the Austrian subsidiary in Vienna. Implemented market analysis, researched processes and reported findings directly to the CEO.

Represented SICK AG at the German association for marketing professionals. Invited to lecture "International Product Management in B2B" at the Baden-Wuerttemberg Cooperative State University in 2011.

## Qualifications:

Engineering Certificate  
German Chamber of Commerce and Industry,  
Germany  
2011 - 2011

Project Manager for Organisational Projects  
SICK AG Academy - Personnel Development  
2010 - 2011

Certified trainer (permitted to educate trainees in  
Germany)  
German Chamber of Commerce and Industry,  
Germany

2008 - 2009

BA (Hons) Business Administration  
Baden-Wuerttemberg Cooperative State University,  
Germany / Open University London, UK  
2006 - 2009

## Career History:

### **SICK AG: Project Manager Industrial Safety Systems – Waldkirch, Germany (Oct 2009 – Sep 2011)**

**Headquartered in Germany, SICK AG is one of the worldwide leading producers of sensor solutions for factory, logistics and process automation. With over 5,500 employees SICK is represented with subsidiaries in over 50 countries worldwide and regularly ranked among the top employers in Germany.**

- Developed, implemented and established a division-wide knowledge management system in five months by collecting the requirements of 15 subsidiaries, designing the main processes, negotiating several IT options and finally coordinating the IT realisation. Accounted for the international rollout by holding and moderating more than 10 training sessions and workshops in Europe and Asia.
- Significantly influenced the marketing strategy for the Asian market. Designed and held interviews in Asia and as a result was nominated to be part of the strategic planning team for the Asian markets. Presented results and made recommendations for the future marketing and sales strategy.
- Trained over 80 (new) employees from Europe, Africa, Asia and the US in industrial safety. Delivered a branch-focussed sales presentation to more than 20 international sales executives outlining the key elements of a two distinct branches' value chains and inspiring them to adopt an entirely new consultative sales approach in order to cover the branches' needs.
- Nominated for and participated in various on-the-job training sessions, which equated to around 10 days per year. Topics included project manager qualifications, intercultural competence trainings, marketing and sales workshops and technical training.

### **Baden-Wuerttemberg State University: Student representative – Lörrach, Germany (Sep 2008 – Sep 2009)**

**Baden-Wuerttemberg Cooperative State University is the largest University in Baden-Wuerttemberg. It is located at several sites, one of them is the campus in Lörrach, located in southern Germany near the Swiss and the French borders.**

- Elected student representative for the Baden-Wuerttemberg Cooperative State University by the convention of the course representatives after having been nominated by different student groups.
- Represented the interests of over 2,000 students at panel discussions and meetings with the University board and local politicians as a member of the committee of the Baden-Wuerttemberg Cooperative State University.
- Represented the students in the University's Audit as a "family friendly University". Identified student-relevant criteria which defined a family-friendly university, e. g. day care opportunities for young mothers' children. The title was awarded to the University in 2009.
- Initiated and accomplished the project "Feasibility study: Implementation of a Student-run Consultancy" at the Baden-Wuerttemberg Cooperative State University together with fellow students. As a result the students recommended implementing consultancy projects within single courses to focus on certain branches' needs and cope with the intense schedule of the study periods. Presented the results to the University board.

### **SICK AG: Corporate Student – Vienna, Swansea, Dusseldorf, Reute, Waldkirch (Jul 2006 – Sep 2009)**

**Headquartered in Germany, SICK AG is one of the worldwide leading producers of sensor solutions for factory, logistics and process automation. With over 5,500 employees SICK is represented with subsidiaries in over 50 countries worldwide and regularly ranked among the top employers in Germany.**

- Offered a corporate student position for the dual studies model in co-operation with the Baden-Wuerttemberg Cooperative State University which consisted of a three year scholarship following the successful outcome of an assessment centre and interview, despite competition from over 100 applicants.
- Developed Unique Selling Propositions for a non-differentiated technology through combining standard sensors with an advanced technology and thus creating a superior customer value bachelor thesis project which has been implemented at key customers throughout the last two years.
- Created a market analysis for the international key account management in Dusseldorf as basis for the international sales strategy in the print and paper industry. First analysed the branches' key value chains and processes, then identified the main customers through interviews with international sales force, CRM evaluation and interviews with branch associations. On that base calculated the market volume and the market potential and finally identified the key sensor applications.
- Designed an excel-based management cockpit for a division's management accounting department in order to measure subsidiaries' success more accurately. Implemented the excel tool within the division's management accounting department.
- Successfully passed an English language certification (SEFIC) from the London Chamber of Commerce and Industry while being in Wales for a one-month internship and language programme.
- Reduced stock-keeping costs in a kanban-based production line by 20%. Achieved by analysing a division's production processes and implementing the improved processes in the SAP landscape. Then analysed the material consumption and ordering behaviour with regards to the actual product portfolio in the corporate procurement department which reduced the diversity of a certain material group by 30%.

### **Ester-Weber School for disabled children: Civilian Service – Wasser, Germany (Oct 2005 – Jun 2006)**

**Ester-Weber Public Boarding School is one of the most well established schools for disabled children in Germany.**

- Taught disabled children mathematics and history by applying an entertaining and fresh approach and thus helped them to gain the necessary knowledge easily.
- Supervised sport and swimming groups as well as organised sport events and thus significantly influenced the schools' social environment.

## Details



Name:  
Miss Alexandra Travlos  
Nationality:  
Greek  
Second Nationality:  
American

Languages:  

- Greek

Current Course:  
MSc Strategic Marketing  
Interests:  
Volunteering with charities, i.e. Make a Wish. Acting and singing. Performed in various musicals and won two scholarships for singing. Exploring different cultures. Organising social events.

## Personal Statement

A very energetic and hard-working candidate with cross cultural work experience. Extensive Market Research experience as well as a strong academic record in business. Able to adapt to change quickly and effectively. Managed many projects involving key strengths in leadership, organisation and communication. Looking to further develop marketing skills in the Film Distribution and Television Industries

## Key Achievements

Successfully completed a market research project involving recruiting 60 vets over two weeks, using extensive leadership and planning capabilities.

Awarded the Innovative Marketer Bursary from Cranfield University for designing a new advertising concept to promote the MSc in Strategic Marketing to specific target markets.

Taught children from seven to eight years old to appreciate and love the Greek language by introducing a more creative and fun way of learning.

## Qualifications:

BSc (Hons) Business Management  
King's College London (University of London)  
2004 - 2007

## Career History:

### **Proteus Research Ltd: Senior Interviewer / Junior Manager - London, UK (Nov 2008 - Sep 2011)**

**Proteus Research Ltd is a small independent Market Research agency specialising in B2B and B2C research in the automotive sector.**

- Consistently exceeded targets and on several occasions set new company records for the total number of interviews achieved in a given day, helping the company finish projects well within the prescribed time frame and budget.
- Trained and managed new staff according to each project's requirements, using strong leadership and organisational skills.
- Co-managed a project recruiting and scheduling 900 respondents to take part in an hour long computer assisted personal interview (CAPI). The company met the target and received very positive feedback.
- Successfully completed a market research project involving recruiting 600 London residents in three weeks, as a direct result of suggesting and implementing an innovative way of recruiting.

### **Kingston Greek School of St. George: Greek Language Teacher - Kingston, UK (Oct 2008 - Jul 2011)**

**Kingston Greek School of St George is a Saturday school where Greek and Cypriot expatriates in London can bring their children to learn the Greek language as well as Greek culture and traditions.**

- Improved the student's level of Greek language significantly by using games and point systems to motivate the students. Awarded points for participation, teamwork and good behaviour, giving them a prize at the end of each term to incentivise learning. Effectively made each lesson a fun experience that they wanted to participate in.
- Successfully encouraged discussions about topics interesting to young students by bringing DVD's of their favourite cartoons in Greek and watching them in class.
- Created more entertaining and successful holiday pageants by suggesting personal involvement by the students in the choice of their presentations rather than allocating them a poem or topic which was of little interest to them.
- Used extensive singing and Greek dancing experience to organise the students into groups. Found material appropriate for each occasion and taught them songs and dances to keep them engaged.

### **Mastersranking.com: Recruiter - London, UK (Sep 2008 - Nov 2008)**

**Mastersranking.com is a website that alumni of Master's Programmes use to evaluate Universities on aspects that are of interest to future applicants.**

- Conducted extensive research into which Universities in Europe offered the specialised Master's programmes evaluated on the website.
- Utilised excellent communication skills to recruit ten Universities across Europe to join the website.

### **J. Walter Thompson (JWT) Education: Intern - London, UK (Jul 2008 - Sep 2008)**

**JWT Education, part of JWT Specialised Communications, provides strategic marketing and communications solutions to clients in the education industry.**

- Produced detailed reports on demographics, course structure, competitors and ranking position of new business clients, involving strong analytical and research skills.

### **Aristotle Travel Ltd: Project Manager - Athens, Greece (Jun 2008 - Jul 2008)**

**Aristotle Travel is an Incoming and Outgoing Wholesale Tour Operator, offering a wide range of tourist services for travellers to Greece, Italy, Egypt and Turkey.**

- Managed the launch of the new Aristotle Travel website in two weeks, using strong editing skills and a keen attention to detail.
- Recommended original holiday tours that the agency could offer and created a proposal including the benefits and costs of the new tours.

### **Healing Centers United (HCU): Intern - San Diego, USA (Dec 2007 - Mar 2009)**

**(Offered online support from Athens and London until Mar 2009) Healing Centers United (HCU) is a non-profit organisation that helps individuals find holistic healing centres matching their specific criteria as well as these centres to connect with each other and the resources they need.**

- Helped to establish a strong customer support system dealing with enquiries placed on the website regarding problems accessing Healing Centre information and site navigation. Answered enquiries within 24 hours, something that had not been previously possible when the director was responsible for this given her other responsibilities.
- Increased the HCU network by revising the script used to introduce the website to prospective clients. The original was too long and lacked clarity; the revision eliminated unnecessary information, was succinct and articulate.

## Details



Name:  
Mr Emin Can Turan  
Nationality:  
Dutch

Languages:  

- Dutch
- Turkish

Current Course:  
MSc Strategic Marketing  
Interests:  
Personal interests start with everything that embraces international politics. Further interests include writing, reading noteworthy articles, cross cultural relations, entrepreneurship and fencing.

## Personal Statement

Creative and dynamic post graduate, with a solid understanding of International business and cross cultural relations. An individual with a strong academic background in International Business Management. Convincingly social, energetic and eager to learn from others. Loyal and hardworking, who works well as part of a team and also independently. Intense desire to work in an exciting, innovative and multicultural organisation.

## Key Achievements

In 2009 elected as student representative of the Rotterdam Business School IPAC Committee and successfully made a significant change to the program which benefitted the business students.

In 2006, as the elected representative for GAIA International Congress, Istanbul, organised a major international congress for students, politicians and leading businessmen from all over the world.

Contributed to the creative commercial and marketing plan and which achieved second place out of 400 groups in the Fiat Grande Punto Marketing Competition in Istanbul in 2006.

## Qualifications:

International Business and Management Studies  
Rotterdam Business School - Rotterdam University  
2008 - 2011

German Language B1 and B2  
sseldorf University - Summer school  
2010 - 2010

International Relations Project  
New York University  
2006 - 2007

## Career History:

### **Valvoline Oil EMEA: Co-ordinator & Marketing Analyst - Barendrecht, Netherlands(Aug 2009 - Feb 2010)**

**Valvoline is the oldest American oil company in the world. First intern to complete an internship in the marketing department of Valvoline Oil EMEA.**

- Updated and created a new competitor platform for Valvoline Oil EMEA (Heavy Duty department) by self studying oil particulars, intensely analysing the competition and finally creating a user friendly interface. This was following the request from superiors to update the competitor particulars and create a time-saving platform. The excel platform is currently being used by the Heavy Duty department.
- Requested by superiors to set up a new creative promotional deal between Valvoline EMEA and Lego Benelux. Suggested a win-win situation between Lego and Valvoline to optimise their brand awareness, following the request by superiors to find a sponsorship with low cost but high ROI. The result of the promotional partnership was illustrated when a Valvoline Lubricant bottle was purchased at gas stations and Valvoline Service Points, when the purchaser received a free Valvoline Lego car.

## Details



Name:  
Mr Kingsley Uduji  
Nationality:  
Nigerian

Languages:  

- Igbo (Nigeria)

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling and learning  
different cultures. Sports  
orientated and was a member  
of Loughborough University  
men's football team. Also,  
actively involved in charitable  
causes.

## Personal Statement

Confident and determined individual, skilful at evaluating problems and communicating effective solutions. Able to think logically and conceptually, make precise decisions, build working relationships and teamwork with the ambition of becoming a Strategic Manager for an innovative global leader. Engaged by the challenging nature of helping to provide a world-class marketing function for the business.

## Key Achievements

At IMS, awarded the best performing Employee of the Quarter for excellent contribution to the UK business in Q1 2010, improving the 2009 Days Sales Outstanding result of 100 days to a record 45 days.

At IMS Health, recognised by the Vice President of Finance for professionalism and tireless focus on maintaining close relationships with clients to achieve prompt payments.

Member of Loughborough University men's football team for four years and selected to participate in the Loughborough all star game in recognition for the best players in the University.

## Qualifications:

BSc (Hons) International Business  
Loughborough University  
2007 - 2011

## Career History:

### IMS Health Limited: Junior Finance Analyst - London, United Kingdom (Jul 2009 - Jul 2010)

IMS is the leading provider of information services for the healthcare industry, covering markets in countries like Turkey, Argentina and Singapore. IMS Health blends industry expertise and advanced technology to deliver the most accurate perspectives and in-depth analytics on healthcare dynamics.

- Constantly and successfully analysed Financial entries into the SAP System (Systems Applications Products – the data warehouse storing all cost and revenue data) which ensured the accuracy of all financial reports for all three different countries (UK, Ireland and South Africa).
- Assumed responsibility and overall control for reporting and managing financial reports for the company such as Revenue in Hand Reports, Aged Debtors Report, Bank Reconciliations and the different Country Call Reports which senior managers used as a guideline for reviews and strategic decision making for the company.
- Effectively dealt directly with clients to ensure an efficient method of collecting payment for service supplied. (Days Sales Outstanding).
- Efficiently compiled a detailed handbook for the incoming placement student, explaining all the major tasks for the year and the essential steps needed in completing them together with important information regarding local contacts for the different countries which was a very useful tool for the continued success and progress for the team.

## Details



Name:  
Miss Gabriella Xu  
Nationality:  
Chinese

Languages:  

- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Creative Industry and Fashion  
Marketing, Chinese Tea  
Ceremony, Photography and  
Fine Art

## Personal Statement

An ambitious, creative professional with two years experience in Sales and Brand Promotion in multicultural environments. Has demonstrated the ability to deliver to high standards in challenging situations, whilst enhancing profitability and efficiencies. A strong, results orientated team player with excellent interpersonal skills. Eager to pursue a career as a Marketing Specialist in English Education, Media or the Creative industry.

## Key Achievements

Awarded 'The Star Freshman Staff of the Year' honour for generating ¥1.08m of sales profit in 10 months for the new Nanchang Centre of Web International English Co.Ltd.

Increased local brand awareness by 33% in five months and achieved an overall rise in customer visits to the newly-opened Nanchang Centre by creating a series of promotional campaigns.

Doubled existing client referrals (worth about ¥800,000 per month) by designing innovative referral discounts and offering extra services to referring clients.

## Qualifications:

BA Economics in International Economics and Trade  
Chang University  
2006 - 2010

## Career History:

### **Web International English Co Ltd, Nanchang Centre: Course Consultant - China (Jun 2010 - May 2011)**

**Web International English is a leading Chinese high-end English Training School, with headquarters in Shanghai and more than 100 branch centres nationwide.**

- Promoted product sales and offered professional English study advice to potential clients. Designed personalised study plans and supervised the clients' end to end study and contract matters by conducting weekly face-to-face meetings.
- Collaborated with the Education Department to address client complaints and other relevant issues in a timely and satisfactory manner. This resulted in an overall 7.2% reduction in the level of complaints below the average level.
- Represented Nanchang Branch Centre at the ' Web International English Semi-annual Conference ' in Shanghai in 2011. Achieved commendations from the headquarter Executives and was awarded the " The Star Freshman Staff of the Year" honour.
- Significantly broadened local client resources by setting up a new product line--"Premium Foreign Study Express" (one-to-one VIP course for IELTS and TOFEL) for Nanchang Centre, after recognising boosting demands in the local student market through direct customer selling experience. Later organised a series of selling skills training sessions for this new product to all the course consultants and English Tutors.

### **Web International English Training Co Ltd: Marketing Commissioner - China (Jul 2009 - Apr 2010)**

**Web International English is a leading Chinese high-end English Training School, with headquarters in Shanghai and more than 100 branch centres nationwide.**

- Implemented innovative advertising promotions for the new Nanchang Centre. Created a 'Web Speak Person' scheme and led the marketing team to create featured brochures, online blogs, an English learning radio programme and the first internal magazine for the Web Nanchang Centre. This resulted in an increase in local brand awareness and the creation of a successful English public speaking contest ' Star of Web'.

### **AIBO: Chief Student Assistant and Translator (Internship) - China (Oct 2008 - Nov 2009)**

**Academy for International Business Official (AIBO) is the only educational and training institution directly affiliated to the Ministry of Commerce (MOFCOM), People's Republic of China.**

- Led a team of student assistants to provide precise translation and dedicated assistance to senior officials from a broad range of cultures during ' The Seminar on Chinese Economy and Culture', thereby enhancing interpersonal skills in multicultural environments.
- Ensured the ongoing efficiency of the service by volunteering to take on additional responsibilities and deputising for the supervisor during their absence. Received respect and positive feedback from all the seminar participants and organiser.

### **Landwind Motors Marketing & Sales Co Ltd: Marketing Trainee (Intern) - China, (Dec 2008 - Jul 2009)**

**Landwind is a new and emerging vehicle brand in China, belonging to China's Automobile Manufacturing Giant Jiangling Motors Co. Ltd.**

- Enhanced customer communication effectiveness for the whole marketing team by shortening the procedure by an average of 2-3 days per person compared to previous year through innovations on the re-categorisation of clients' feedback, as well as the formatting of client feedback report.
- Attended Shanghai's International Automobile Fair and attracted significant publicity for the company's latest product 'Landwind SUV X8' by planning a successful promotional media meeting.

### **International Exchange School, Nanchang University: Assistant - China (Dec 2006 - Sep 2008)**

**The International Exchange School of Nanchang University is an official department dealing with foreign staff and students' affairs and international exchange programmes.**

- Managed conflicting priorities and demonstrated effective time management skills on a daily basis across all aspects of administrative work.
- Elected as the president of International-Chinese-Staff-Friendship Society and organised and delivered various activities to enrich the lives of International staff.
- Organised a Chinese volunteering 'study-pair scheme' to support foreign students' with their study.

## Details



Name:  
Miss Rui Yao  
Nationality:  
Chinese

Languages:  

- Chinese (People's Republic of China)

Current Course:  
MSc Strategic Marketing  
Interests:  
Designing creative publicity strategies, data analysis, volunteering for charity for eight years, photography, travelling, playing the electronic piano, painting, swimming (ranked in competitions)

## Personal Statement

Proactive, creative and passionate graduate with strong data analysis abilities and interpersonal skills. Keen interest in creative publicity strategies and with a unique pharmacy background. Possess the ability to make and implement activity plan efficiently and enjoys teamwork. Wishing to engage in market-related work, especially in the fast moving consumer goods industry.

## Key Achievements

Beat 200 teams and won the second prize in The Best League Activity of Xi'an Jiaotong University, 2007, Xi'an, China, through creative publicity and intense surveys over a two-month programme.

Prepared and organised the memorial hall opening. Received important guests including Vice Governor of Shaanxi Province and was successfully interviewed by the press.

Obtained a scholarship twice with one of China's top 10 universities. Completed a thesis on data mining and by building a team helped analyse 10,000 data items in one month.

## Qualifications:

BSc (Hons) Pharmacy  
Xi'an Jiaotong University  
2007 - 2011

## Career History:

### **Xi'an Kaimi Co. Ltd: Administrative Assistant – Xi'an, China. (Dec 2010 – Jan 2011)**

**Currently the largest and leading acceptable liquid abstergent professional manufacturer, mainly engaged in high-tech environment-friendly products for household cleaning and personal care products.**

- Efficiently and successfully compiled company's annual events by discussing and devising a timetable with all department managers and supervising the implementation.
- Organised internal high-level meetings, by negotiating a timetable with department managers, getting support from the IT department and carefully preparing the equipment for the meeting.
- Took charge of collating and managing contracts by creating related contract files electronically according to dates and departments. As a result major decisions and development processes were easily found and tracked.

### **First Affiliated Hospital of XJTU: Pharmacy Intern - Xi'an, China (Jun 2010 - Aug 2010)**

**One of the largest comprehensive hospitals in northwest China, with more than 1.2m outpatients each year.**

- Compiled part of a drug use brochure by collating information on professional websites, reading international dissertations and referring to authoritative guide.
- During Intern in hospital pharmacy dispensed according to prescriptions, which helped to master the use of current hospital medicines.

### **Xi'an Detian Pharmaceutical Co. Ltd: Intern - Xi'an, China (Dec 2008 - Jan 2009)**

**Hi-tech enterprise specialising in modern pharmaceutical research and development, production and sales. Ranked top three in the treatment of hepatitis drug sales from 1999 to 2001, and was included in Tsinghua MBA teaching cases**

- Mastered the mode of operation and management of private pharmaceutical companies, through an internship which covered production, packaging and quality inspection departments.

## Details



Name:  
Miss Yan Zhang  
Nationality:  
Chinese

Languages:  

- Chinese (People's Republic of China)

Current Course:  
MSc Strategic Marketing  
Interests:  
Reading, playing basketball,  
photography

## Personal Statement

Hard-working, self-disciplined with strong interpersonal communication skills. Willing to take on additional responsibility by adapting to new situations and offering support to others. Team player and quick learner who thinks comprehensively, especially in the sociological perspective. Seeking a position that provides the opportunity for personal development and job satisfaction in terms of satisfying a sense of fulfilment in helping people.

## Key Achievements

Granted second-class scholarships in 2008 and 2009 from Shanghai University as a result of a GPA of 3.5.

## Qualifications:

BA Sociology  
Shanghai University  
2007 - 2011

## Career History:

### **Peking University: Interviewer of Chinese Family Panel Studies - Shanghai (Aug 2008 - Aug 2008)**

**The Studies implemented by Institute of Social Science Survey, Peking University, were aimed to reflect changes in the condition of society, economy, population, education and health in China and provide statistics for academic research and policy making.**

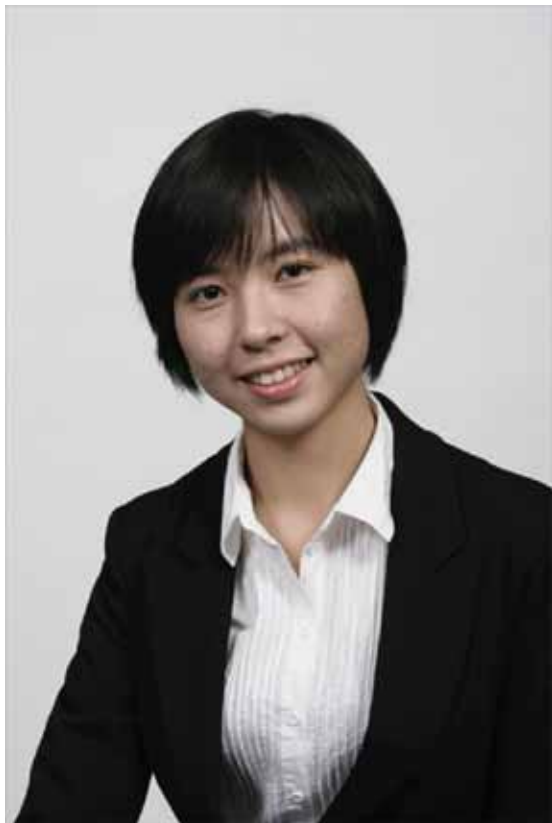
- Participated in the door-to-door surveys, interviewed various types of people, coped with the rejection and non co-operation of the interviewees during the interviews. Divided the interviewees into several groups and used a variety of techniques according to their characteristics to encourage them to participate. Completed the work in advance, achieved a high quality and as a result, learned the effective communication and interpersonal skills from the interviews.

### **Shanghai University: Supervisor of World Expo and City Life Survey - Shanghai (Jun 2010 - Jun 2010)**

**World Expo and City Life Survey was implemented by the Department of Sociology, Shanghai University. It aimed to collect opinions from the residents about the World Expo held in Shanghai and how the changes had impacted their life and the whole society.**

- Led a team of eight interviewers who were responsible for conducting a field survey in Pudong New District. Provided the new interviewers with practical skills to enable them to handle problems and challenges during the interviews.
- Managed the overall procedure of the group of interviewers and controlled the quality of the data collection. Successfully motivated the group and as a result, they were the first three of the ten groups to finish the work with the least mistakes and least funding.
- Arranged, guided and supervised the detail associated with the work of the interviewers and as a result, gained experience of co-ordinating a team and learned the importance of trust.

## Details



Name:  
Miss Chunning Zhou  
Nationality:  
Chinese

Languages:  

- Chinese (Cantonese)
- Chinese (Mandarin)

Current Course:  
MSc Strategic Marketing  
Interests:  
Art, reading, cats, travelling  
and sports especially  
badminton, cycling, listening to  
music, cooking, making friends,  
learning Japanese, blogging.

## Personal Statement

An accurate and analytical person attracted to the variety and challenge of a Marketing environment, willing to try new ideas and to share knowledge with others. Interested in identifying details of products and the market. Has gained experience from a number of areas including community activities. Focuses on communication with team members and customers, working with passion, patience and responsibility.

## Key Achievements

Led a team of five participating in the marketing competition of "Fraser Olive" in Sichuan University, made a market investigation plan and the promotion of a new product in Chengdu area (2010).

Took charge of organising a chorus of 14 people, leading the team attending college choir competition and won the second prize (2010).

Won scholarship three consecutive years running at University, as the leader of propaganda department of animal protection association, organised and participated in rescuing stray animals (2009).

## Qualifications:

Dual degree of Management, Marketing  
Sichuan University, China  
2009 - 2011

LLB (Hons) International Politics  
Sichuan University, China  
2007 - 2011

## Career History:

### **Patriarch Wine Marketing Company Ltd: Internship - Nanning, China (Jul 2010 - Aug 2010)**

**Newly created company focusing on the promotion of new products and developing marketing plans, responsible for regional wine marketing in Nanning and other local areas.**

- Assisted Regional Sales Manager to develop the marketing plan for a new product, achieved 10% sales increase in one month.
- Responsible for customer relationship management, visited new customers and maintained successful relationships with existing customers. Helped create two new clients and built up a long-term co-operative business.
- Worked with a small group of five people and executed the marketing plan in different areas. Increased 5% sales in the new market during the first month.

### **Nine Dragon Feeds Co. Ltd: Internship - Nanning, China (Jan 2010 - Jan 2010)**

**Private enterprise established 10 years ago in Nanning. Business concentrates on feed production and sales around Guangxi province, products are exported to Vietnam.**

- Worked together with seasoned managers and sales assistants, responsible for contacting customers and helping with general office work. In only 10 days, managed to reduce the time taken to complete all the accounts by 30 hours, which improved the efficiency of the sales department.
- Made suggestions about deploying sales staff and reducing the cost of office assistant which were recognised by General Manager as ways to solve some of the problems facing management.
- Participated in meetings about advertising and marketing programs, increasing sales by 15% in specific areas, within one month.
- As the representative intern, summarised the one month internship experience in the annual meeting, made recommendations to management and product promotions.

### **United Kingdom Education Centre: Culture Promoter - Chengdu, China (Jun 2010 - Jul 2010)**

**UKEC was founded in 1999, headquarters in China is located in Chengdu. Provided authorised consulting information and a professional application service for global students who want to pursue study, graduates who need internship or employment in the UK.**

- As the Culture Promoter, participated in Chengdu International Educational Exchange Conference, helped to introduce the service of UKEC and provided information about studying abroad to customers.
- Led a team of 14 people to complete the marketing plan within 15 days. Allocated individual assignments, designed promotional materials and created a regional marketing plan independently.

## Details



Name:  
Mr Hongbo Zhu  
Nationality:  
Chinese

Languages:  

- Chinese (People's Republic of China)

Current Course:  
MSc Strategic Marketing  
Interests:  
Travelling, Photography, Motor Sports

## Personal Statement

A confident and ambitious individual, possessing exceptional marketing skills and capable of adapting to various working environments and challenges. With patience, responsibility and loads of creative ideas, looking forward to contributing to brand management and marketing departments in multinational companies.

## Key Achievements

Organised and led a self-driving tour team with 15 members travelling from Shanghai to Tibet, over 4000 kilometres, crossing 18 cities and experiencing different cultures across China.

Successfully created the plan for Hanzhou Shanhu Group's 28th anniversary celebration and took part in organising of the celebration.

## Qualifications:

BA (Hons) International Business Management  
The University of Nottingham, Ningbo, China  
2007 - 2011

## Career History:

### **Hangzhou Monarchy Furniture Manufacture Co. Ltd: Marketing Assistant, China (Jun 2008 - Sep 2008)**

**Hangzhou Monarchy Furniture Manufacture Co. Ltd is one of the earliest companies to engage in classical American furniture manufacturing in China. It creates value for the global customer through innovative design and high-quality products.**

- Discovered the need for luxury furniture in China was huge and the market was growing quickly as a result of conducting market research in major cities in China.
- As a marketing assistant suggested cities to target and which retailers to contact. As a result the company's sales network covered most top-tier cities in China.
- After the financial crisis happened in 2008, recommended the company expand its market in China. As a result, the company transformed from an OEM company to a company equipped with its own brand, R&D department, and sales network.

### **Hangzhou Shanhu Group: Customer Services Manager Assistant Internship - China (Jul 2010 - Sep 2011)**

**Hangzhou Shanhu Group focuses on mining equipment production and also invests in real estate and mining.**

- As a Customer Service Manager Assistant, helped the manager to allocate tasks to every team member in a survey of customer satisfaction and led them to analyse the statistics. Finally found out the main dissatisfactions were in product quality and after-sales service.
- Helped to redesign the website and made it more impressive to customers by adding online help to provide better customer service. As a result, customer satisfaction increased by 30% in two months.