

+44 7 [REDACTED] [REDACTED]@outlook.com

EDUCATION

[REDACTED] University [REDACTED], UK
Major Degree: Bachelor of Arts in Business and Management Jun. [REDACTED] - Sep. [REDACTED]

Mark Current classification: ~~Second-class honours, upper division (2:1 Hons)~~ Upper second (2:1)

Relevant eCourses: People, Management and Organisations (71), The Changing World of Business (67), Financial Information for Managers (68), Strategy in Practice (70), Human Resource Management, and Innovation Management (65)

Commented [EH1]: I recommend including your grades here, especially since they're so high!

Commented [EH2]: Do you have a grade for this module/course? I can't find it on your document.

PROFESSIONAL EXPERIENCE

[REDACTED] Co., Ltd. [REDACTED]
Trainee in the Department of Financial Marketing and Department of Online Sales Jun. [REDACTED] - Aug. [REDACTED]
Department of Financial Marketing

- Conducted customer management and partnership maintenance ~~to-for~~ banks with agreement relations.
- Thoroughly eExamined and approved loan limits in accordance with client requirements and property evaluations.
- Analysed financial reports from various banks and issued comprehensive reports to assist supervisors in identifying high-quality partners.

Commented [EH3]: Here you say 'Online Sales' and beneath you call it 'Online Marketing' – which is it?

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Commented [EH4]: Is there an adjective you can put here to make this sound more compelling? Maybe 'strategic'?

Department of Online Marketing

- Brainstormed and formulated the most suitable brand publicity strategy ~~for the firm in~~ during the latter half of 2023 ~~for the firm, including incorporating dynamic elements such as~~ live broadcasting on the domestic TikTok and ~~posting tweets~~ tactical tweeting on Red.
- Conducted meticulous market segmentation and ~~selected~~ curated a roster of KOLs (Key Opinion Leaders) ~~Key Opinion Leaders (KOLs).~~
- ~~Maintained the entity visible to~~ Ensured the sustained visibility of the brand among target customers by shooting and sharing short videos ~~about circulating~~ financial knowledge across mainstream platforms.

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Commented [EH5]: Examples? 'across mainstream platforms like X and Y'

[REDACTED] Co., Ltd. [REDACTED]
Management Assistant Jun. [REDACTED] - Sep. [REDACTED]

- Dedicated to ~~recruiting~~ recruitment efforts, organising new hire orientations, implementing institutional enhancements, and coordinating employee care activities ~~for the company~~
- ~~Followed with incremental social media updates~~ Proactively and consistently updated social media platforms and complemented while performing competitive analysis and in-depth market research to create differentiated distinctive travel products.
- ~~Deeked~~ Coordinated detailed information exchanges with local travel agencies to ensure tourists ~~are were~~ satisfied with food, lodging, and transportation.

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Commented [EH6]: Why? 'coordinating employee care activities to X and Y'

Maybe to foster a thriving company culture? Promote staff well-being?

EXTRA-CURRICULAR ACTIVITIES

Voluntary Activities [REDACTED] 2021-2024

- Visiting and helping Visited and provided invaluable support to disabled people and their families to solve address their existed long-term ~~pre-existing, long-term~~ living problems and relieve their emotional problems burdens.
- Participated in the disabled people's handicrafts bazaar to help them promote and sell those their artisanal goods.
- Organised Initiated and actively participated in disabled people activities a variety of activities for disabled people aimed to at enhancing their standard of living standard, like including singing competitions and book sharing parties.

Commented [EH7]: Is there an organisation you did your volunteering through? If so, I recommend you include the name(s).

Commented [EH8]: What were the results of your actions? Did you empower them to showcase their talents? Did you help them in achieving economic independence?

RESEARCH EXPERIENCE

Dissertation: To measure the effectiveness of Objectives and Key Results through Employee Engagement, Employee Motivation, and Team Atmosphere in ██████████ Enterprises ██████████ Mareh. ██████████

- ~~Based on Goal-Setting Theory and Self-Determination Theory, evaluating the effectiveness of OKRs in ██████████ Enterprises~~ Evaluated the effectiveness of Objectives and Key Results (OKRs) within ██████████ enterprises through the lens of Goal-Setting Theory and Self-Determination Theory. ~~---~~
- ~~Through Utilised~~ semi-structure interviews, ~~to~~ gain genuine insights from employees within ██████████ companies. ~~---~~
- Contributed to the ~~study of~~ identification and filling of research vacancies ~~for~~ related to the application of this management tool within the ██████████ context ~~business environment~~.

Commented [EH9]: Why did you do this? What did you find?

Commented [EH10]: Insights about what?

Commented [EH11]: What did you find?

The Evaluation of the Success of the ██████████ from ██████████ ██████████ Apr. ██████████

- ~~Comprehensively e~~ Evaluated the innovation management ~~on~~ practices concerning ██████████, a new ~~energy~~ electric vehicle (EV) ~~of~~ manufactured by ██████████, including Open Innovation, Intellectual Property Mechanisms Management, and Green Innovation.
- Proposed reasonable recommendations on marketing strategies ~~for~~ aimed at the growing market shares.

~~Analysis~~ ~~Motivation~~ Motivation Analysis of ██████████ Employees

Jan. ██████████

- Enacted brain drain exploration through observation of catering magnate ██████████ and brought a new vision to- Human Resource Management (HRM). ~~---~~
- ~~Analysing~~ Analysed the impact of 4D leadership for organisational performance, with a focus on the Leader-Follower Relationship. ~~---~~

Commented [EH12]: What exactly was this new vision?

Commented [EH13]: How did you analyse it? What approach did you take? What did you find?