

BO PENG

Clanny House, Room 137, Flat 26, Block 3 PeacockSt W, Sunderland SR4 6US
Email: bopengcareer@gmail.com Mob:07529985136

A University of Sunderland MA Marketing student, with more than 2 years of experience in marketing positions including key account management, strategy planning and sales support and a track record of generating new revenue streams. Outgoing and enthusiastic with strong networking, communication and relationship-building skills associated with extensive experience, including business operations experience spanning the United States, China and Europe.

Education

University of Sunderland

Oct 2020 – Jan 2022

MA Marketing

Modules include:

Digital Marketing Managing Brands Marketing and Marketing In A Digital World Social Media, Analytics and Digital Research

Dissertation proposal: How digital marketing affects car buying process in the UK market, mainly analysis how new social media and multichannel media increased car selling in the UK market.

University of Sunderland

Sept 2019 – Sept 2020

BA (Hons) Business and Management (Grade2:1) Modules

include:

Strategic Management/Developing The Reflexive Practitioner/Global Entrepreneurship And Innovation/Strategic Corporate Finance/Managing And Leading - Change/Marketing In A Digital World

Marketing Related Experience

Amazon UK Service Ltd

OCT 2022 – JAN 2023

FC Associates

Served as a FC Associates for Amazon UK Service Ltd. The main task of the work was to use big data monitoring to monitor the flow data of Amazon packages in realtime, manage the real-time data of package flow in different shipping areas in Amazon, and participate in the packaging and loading of Amazon packages.

- Value of Amazon parcels monitored and managed by big data exceeds 500,000 pounds everyday.
- More than 300 Amazon parcel channels for partition management of real-time data of Amazon parcel flow by using big data monitoring everyday, directly or indirectly manage the content of parcel loading and unloading in the shipping area with more than 50 people.
- Trained and explained to more than 5 new employees how to unload and load Amazon packages and other shipping work area overall workflow.

China Telecom Europe Ltd.

MAR 2022 – MAR 2023

University Ambassador (Internship)

Served as an internship as a campus ambassador for China Telecom Europe Co., Ltd. The main task of the work was to use mutable social media platforms to help company enhance its brand awareness and sale its products in the UK. Use TikTok, Facebook, Instagram, YouTube, Twitter and other overseas digital social media platforms to promote China Telecom Europe Co., Ltd.'s UK phone cards by writing copywriting, editing short videos, and producing promotional Posts to promote and promote China Telecom Europe Co., Ltd.'s UK phone cards. phone card. Help consumers by answering and explaining consumers, potential consumers and stakeholders on our overseas digital social media platforms to promote and promote China Telecom Europe Limited's UK calling cards below the content of the phone card functions and explanations of phone card purchases such as package purchases, etc., to help consumers The person completes all the processes including transactions using the international payment platform. Awarded:

- Personally sold more than 300 products such as China Telecom Europe Ltd. UK phone cards.
- Speaking as an outstanding graduate at the orientation meeting of about 100 people and introducing and promoting the products of China Telecom Europe Co., Ltd.
- Organized more than 30 UK university's discussion groups with more than 200 people on various social media to promote the products of China Telecom Europe Co., Ltd.
- TikTok, Facebook, Instagram, YouTube and Twitter accounts, which promote products especially for China Telecom Europe Co., Ltd., have been viewed more than 10,000 times.
- TikTok, Facebook, Instagram, YouTube and Twitter accounts, which promote products especially for China Telecom Europe Co., Ltd., have more than 1,000 fans.
- Won the title of Excellent Campus Ambassador by China Telecom Europe Co., Ltd. and received bonus awards.

Bo Rui Private Equity Fund Co., Ltd.

Financial Analyst (Internship)

JAN 2023 – MAR 2023

Served as a financial analyst for Bo Rui Private Equity Fund Beijing Co., Ltd. The main task of the work was to use Various financial analysis tools to select most profitable funds in the market, join Private Equity Fund investor introduction meetings for solicit capital for our private equity fund, assist the CEO in administrative works.

- Select more than 10 profitable funds through my own financial analysis, buy in more than 3 million pounds of these funds, and bring the company a quarterly return of more than 10%.
- join private equity fund investor introduction meetings solicit more than 3 million pounds capital for our private equity fund.
- During the trading period of the fund, there were 0 mistakes in the transaction, assist the CEO in the company's commercial consumption reimbursement, employee salary accounting, company products promotion Power Point making and other administrative works.

Beijing Metro Construction Administration Corporation Ltd.

Aug 2018 – Aug 2020

Marketing department employee (Internship)

Served as an employee of the marketing department of Beijing Metro Construction Administration Corporation Ltd. Responsible for the company's OA (Office Automation) business database update and maintenance, company office software format annual report, etc. production, customers' technically required responsible.

- Proficient in operating OA commercial database, update of qualification certificates for suppliers and stakeholders etc. and maintenance of all systems, gain all operations 0 error all time.

- Collect data from company's OA business database and daily financial statements from company's annual report for company's annual meeting etc. gain 0 error for all reports, be widely used for company operation.
- Provide customers technically required response via telephone directions and door to door directions, guide customs run our OA business database smoothly, gain almost 100% satisfaction through service.
- Obtained the title of the company's outstanding intern and received prizes. Have received full affirmation from managers and colleagues for my marketing professional ability, goal-oriented efficient work ability, high-efficiency language expression ability, and efficient teamwork ability.

Skills Analytical and goal-oriented work and learning skills

- Effective information screening, information aggregation and classification, goal-oriented analysis of information, obtaining information needed for work and study. Able to summarise methods, update outdated parts of information at anytime.
- With the ability to carry out a series of analysis and goal-oriented work and study, resulting in achieving the purpose of work and study.

Effective communication and interpersonal interaction

- Very good at disseminating complex information concisely, reflected in group work presentations in the degree course, and has been fully recognised by teachers and fellow students showing effective communication skills.
- Acquired strong interpersonal skills in a series of work environments, including dealing with senior leaders of the company and effective communication skills with colleagues in the same department; achieved the title of excellent intern and various other awards.

Organisation and teamwork skills

- Assist the company in the organisation and holding of the company's annual meeting.
- Introduced learning experiences to students, in the field of over 100 people recently arrived in the UK; carried out the marketing of appropriate company products.
- As a team manager, lead new employees to complete the tasks given by the company and deliver them smoothly on time.
- Able to complete my job responsibilities under high pressure, changeable and highly competitive work.

Time management ability

- Able to balance time between dissertation writing and an employed Internship effectively.

IT

- Familiar with advanced knowledge of operating all office software and Office packages on the market, including Microsoft Word, Excel, Access, Power Point.

References

Available on request.

