

侯舒敏

2023届法国硕士毕业生（有工作经验）

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求职意向: 品牌/策划/项目经理/海外市场



自我评价

- 留学法国3年/欧洲top50商校文化&商务经济双硕士: 参与多项跨文化商业项目实践（研究/建模/内容组织和传播）并兼职科研助教至今（服务于全球顶尖学府教授）娴熟的跨文化人际沟通技巧, **适应全英文工作**, 并掌握中级法语, 熟悉欧洲文化艺术和媒体平台, 持可工作有效申根签;
- Agency/文案创作、品牌内容及传播端3.5年全职工作经验, 曾稳定服务于大型央国企、科技BAT（如腾讯文创/网易游戏/中航国际/深圳地铁等）**优秀的文字功底、创意思维、策划统筹和客户沟通的综合能力**。清晰灵活、表达/沟通/协调力强, 能够准确开展多线条、多层次、和紧迫性的任务部署和汇报。富有责任心和自我驱动力, 年均有出色项目代表, 曾**跳级加薪**;
- 好学、睿智、谦和, 善于调整和适应, 以明朗积极、开阔平和的心态面对工作和生活里的任何挑战。

教育经历

- 2021.08-2023.12 **商务经济学（硕士）** 法国.波尔多大学
- 获得法国国家学生企业家孵化资格: **领导团队构建商业计划** | 与Pépité ECA合作并接受其为期一年在线指导至**2024.06**
 - 商研项目&CSR课题（奢侈品生产）: **负责市场考察和环境责任分析** | 1周内完成尽调和报告输出 | 主席团最受关注项目
 - 跨文化交流活动设计（中国文化周）: **担任内容创意及公关宣传** | 成功拉动波尔多当地酒庄/艺术集市/文化学者资源支持日均覆盖人次600+, 收到邀请撰写媒体专题;
- 2020.09-2022.04 **文化与创意产业（硕士）** 法国.NEOMA商学院
- GPA:3.69/4.00 (Top15%) | 优秀毕设研究入选
 - 艺术联盟研讨会&校企实验项目: **负责项目研究与传播** | 主题研究、对访艺术家、产出并协同传播、内外事务沟通协调
- 2011.09-2015.06 **人文地理与城乡规划（本科）** 湖南农业大学

工作经历

- 2021.08 - 至今 | 留学期间兼职 **人文商科助教（全英文）** GEC ACADEMY
- 2019.07 - 2020.05 **策略策划** 唯觅互动营销咨询（深圳）有限公司
（专注于用户及媒体观察与品牌研究, 为腾讯、网易文娱文创/游戏/版块等提供互联网数字营销推广的战略咨询机构）
- 品牌战略分析和建议**: 包括而不限于市场和消费者洞察、调研报告、定位、核心创意、推广计划、媒体活动;
 - 主导品牌内容创意/传播计划/执行**: TVC/视觉/发布的关键创意素材以及全年传播策略（平台/内容/名人合作）;
 - 跨部门协作和对话**: 根据品牌计划跨部门协作, 以及准确的向有关管理层和客户端汇报, 复盘高价值案例和战略情报
 - 支持新业务拓展研究**: 持续优化**12家**雇主品牌的媒体影响力, **成功拓展与腾讯新文创及网易游戏新业务版块的合作**。
- 2017.01 - 2018.06 **高级文案** 柒月创意（国际）整合有限公司
（为融创中国、心海集团、三亚鹭港等百强旅游、文化地产和品牌提供综合广告咨询服务的领先供应商）
- 创作端资深岗位**: 对文字策略端内容的产出和出品直接负责, 包括不限于: 传播策略、核心创意, 公关媒体合作, 执行方案, 报文微广铺排策略的纲要拟定和出品指导; 荣获最佳创意表现（年度评优）/**入职半年即获得越二级加薪**。
- 2015.11 - 2017.01 **创意文案** 深圳优合传媒有限公司
（服务于360、招商银行、华泰联合、深圳地铁等大型央国企的头部影视视频制作和传播的创意媒体机构）
- 承担14部**影视视频策划与脚本文案撰写, 包括不限于: 策略拟定、创意核心概念提案（18份）、脚本文案（21份）、现场活动采访和编写记录, 以及协助拍摄现场（如分镜和演员台词表演的指导需求）等;
 - 作品类型: 城市微电影/宣传片/人文旅游片/创意改编视频/长篇纪录片/产品广告TVC等。

附加信息

电脑: 熟练掌握*MS Office · Outlook · Keynote · Google Worksapce · Canva · Chatgpt | 精通*PPT（领英全球测试认证）

兴趣: 旅行（逾25国）、音乐（钢琴/尤克里里）、写作（Blogger）; 红十字会Volunteer、国际买手

HOU SHUMIN

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PERSONAL SUMMARY

- **3.5-years-of advisory** working experience of **Branding strategy and Creative content creation**, and achieved a **Dual masters study of Culture and Economics in France in 2023**.
- **Good knowledge of Culture & Entertainment, Fashion & Art**, and International economic and environmental propositions, experienced in **managing creative content production and communication, and branding assets**.
- **A strong sense of creativity, business modelling and negotiation, interpersonal and intercultural business communication skills** to meet tight deadlines, deliver superior performance in multidisciplinary teams.
- **Operates with a resourceful, open-minded and self-driven personality** in a fast-paced setting.
- **High adaptation of global market and cultural differences. Highly fluent in spoken and written English.**

EDUCATION EXPERIENCE

- 2021.08-2023.12 **Bordeaux University** **Economic Affairs** (France) **M.A**
- **National Student Entrepreneurship project: Team leader** | Declaration of independent business program approved | Recipient of a one-year collaborative mentoring(online) by Pépite ECA(FR)
 - **ESG Project for Luxury Brands: Charge of Market Data and Environment Analyse** | Completed the verification of relevant data within 1 week | Selected as the Bureau's most popular project
 - **Intercultural Event Design: Charge of event creative and media publicity** | Allocated local Bordeaux Chateaux/Art bazaars/Cultural celebrities in activities | 600+ people reached per day / press a media feature
- 2020.08-2022.02 **Neoma Business School** **Cultural and Creative Industries** (France) **M.A**
- **Artist Alliance Lecture Organization: Charge of Resource Liaison and Content Creation, matchmaking with Artists, Collaborating with Resource Channels** | Reported as an outstanding Professional Business Case Selection
 - **GPA:3.69/4.00 (Top15%)**
- 2011.09-2015.06 Hunan Agricultural University Urban and Rural Planning (China) **B.A**

PROFESSIONAL EXPERIENCE

- 2019.07-2020.05 **Brand Strategic Cousulant** WeMeet Consulting Co.Shenzhen
- **Strategic Proposals:** produce brand strategy and research proposals (consumer insight, market reports, positioning, core design, promotional plans, social media campaigns, etc.) based on brand objectives;
 - **Lead brand social campaign and reporting:** lead key creative materials of TVC/visuals/release, year-round communication strategies (platform, content, celebrities, etc.), review and follow up the implementation of the landing. Work as brand team key member, reporting to multi-sector stakeholder.
 - **Conducted business and social insight analysis:** summarize advanced reusable high-value cases (**50+**), **optimize the impact** of strategic intelligence for **12 enterprise**, and **achieved new partnership** with **Tencent** and **Netease**.
- 2017.01-2018.06 **Senior Copywriter** QIYue Creative (Int'l) Integration Co.HK
- Leading Provider of integrated advertising advisory services for top 100 tourism, cultural real estate and brands.
- **Design, direct and produce all the written Assets** (linear, social, digital, print) in **Social Campaigns**, supervise brand consistency on all media, collaborate closely with the rest of internal and external partners, and support **proposal bids**.
- 2015.11-2017.01 **Creative Copywriter** UH Media Co., Ltd, Shenzhen
- Heading Film and Video Production company China Bank, Huatai Securities and other state-owned enterprises.
- Generated for more than **14 film and video production**, in charge of **Key Conceptualization, Proposal writing, Script writing, Interviews and Media placement**, and support on-site filming, excuted as :
 - Initiate core concepts, deepen creative strategies, output reportable shooting plans, and report to superiors;

RESEARCH EXPERIENCE

- 2021.07- present **Teaching Assistant(Part-time)** GEC ACADEMY
- **Executed 15 projects** in the fields of **Media, Humanities, Economics, Marketing, Brand Management** etc.,;
 - Assisting professors with teaching; Monitoring students' research; Designing supportive content and teaching.

SKILLS & INTERESTS

Mastery of **Power Point(Linkedin Certified)**

Native Mandarin, English (C1) ; French (B1)

MS Office Suite · Outlook · Google · Canva · Chatgpt

Photographer/ Ukulele player/ Traveler