


STATEMENT

As a senior college student majoring in English and Chinese language studies, I am great with communication in both written and spoken forms. My passion lies in discovering effective or strategic communication with individuals, groups, companies or the public. I am seeking an internship to work for international companies as a/an P.R. or Account Executive to learn from a professional environment and to find the value of brand image as well as of relations with the target audience.

Vanessa Pan

PR / Account Executive / Assistant

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EDUCATION

2016.9-2021.6

Guangxi Normal University

B.A. in English / Chinese Language & Literature

SKILLS

Software:

Microsoft Word

Microsoft Excel

Microsoft Powerpoint

Adobe Photoshop

Adobe Premiere

Language:

Mandarin (native), Cantonese (native)

English (proficient), TEM-4, CET-6,

A Level Mandarin in the Second Class

PUBLICATION

- 2018 Participated in the "Innovation Cup" and led the team to publish the paper "*On the Relationship between Family Affection and Blood Relationship*", which won the school-level Excellence Award
- 2018 - 2020 Participated, three years in a row, in the "Reading and Writing Project" of College of Arts of Guangxi Normal University and published more than 30 original written works

WORK EXPERIENCE

- 2020- Present **Middle School Chinese Teacher**
Xinzhou Education, Nanning City
 - Planned and implemented appropriate instructional/learning strategies and activities, including determination of appropriate kind and level or materials
 - Utilized a variety of instructional materials and available multimedia and computer technology to enhance learning
- 2017- 2018 **Teaching Assistant**
Guangxi Normal University, Guilin City
 - Served as Teaching Assistant to the Vice Dean for "Intercultural Communication" English course
 - Assisted with academic counseling sessions and conducted writing up reports

PROJECT EXPERIENCE

- 2017 **Project Executive**
Foreign Affairs Department of International Exchange Association of Guangxi Normal University (GXNU)
 - Participated in organizing the International Exchange Festival, which hosted over 1000 participants
 - Was in charged of logistics and manpower coordination
- 2017 **Deputy Director of Editorial Dept.**
Editorial Department of News Media Center at College of International Cultural Education, GXNU
 - Social Media Management:**
 - Managed online presence on social media platforms like WeChat and Wibo by creating, publishing, and analyzing posted content
 - Engaged and interacted with social media users
 - Editing and Writing:**
 - Edited and wrote compelling and highly readable content for the mentioned social media platforms

Creating New Business & Pitching

- Commissioned to run product shows and to promote fashion brands on Yangtao Demo Room (taobao.com)
- Pitched creative ideas to several companies as to how to demonstrate products, write engaging posts and impact through video clips, language, layout and structure