

## Profile

British Writer with experience in digital media environments and a proven track record of working in commercial roles in both China and the United Kingdom to deliver quality services to the highest standards.

Organised, self-motivated and meticulous with details, I have experience working in teams or independently and can manage my own time effectively. A determination to succeed and the ability to learn quickly allows me to thrive in challenging, fast-moving environments.

## Personal Skill Set

- Working as an integral member of cohesive and target-driven teams to deliver quality outcomes using advanced analytical skills
- Nurturing and maintaining professional relationships as a foundation for organisational success
- Good working knowledge of standard office IT operating systems and including Word, Excel, PowerPoint, and Trello
- A keen eye for writing engaging, stimulating copy in both an editorial and marketing environment
- Good working knowledge and experience using Content Management Systems and Search Engine Optimisation
- Advanced problem-solving capabilities, adopting a solution-based and logical approach to resolving complex issues
- Excellent written and spoken Mandarin Chinese

## Work Experience

### FREELANCE WRITER & FACTORY OPERATIVE AT BMT SEALED UNITS | MAY 2020 - NOW

#### KEY ACHIEVEMENTS AND RESPONSIBILITIES

- Using websites such as freelancer.com and upwork.com to do ad hoc work online for various sources
- Regularly contributing reviews and feature articles to a music discovery and reviewing website called GigList.com
- Solely manage a personal blog about Chinese sport called thepaobulletin.com, and co-manage a site called zhishiuk.com aimed at helping Chinese-speaking people in Birmingham and London assimilate to British culture
- Displaying versatility and stoicism juggling a full-time job in a glass factory whilst pursuing writing opportunities

### SOCIAL MEDIA & CONTENT EXECUTIVE | DECEMBER 2019 – MAY 2020

#### ASmallWorld (Luxury travel and lifestyle social media platform)

#### KEY ACHIEVEMENTS AND RESPONSIBILITIES

- Planned, prepared and scheduled daily social media posts for Facebook, Twitter and Instagram. Was also responsible for monitoring and growing the general ASmallWorld social media presence, evaluating new ways to increase reach and giving monthly reports on progress. Instagram followers increased by over 1,800 during my tenure
- Gaining extensive proofreading ability through proofreading, editing and optimising (SEO) daily editorial articles
- Copy editing and proofreading an average of 20 event pages per week
- Data entry and uploading content to the CMS
- Copywriting and creating planned or ad-hoc email campaigns and reporting their performance

### EXECUTIVE INTERN | NOVEMBER 2018 TO SEPTEMBER 2019

#### SmartShanghai (popular expat media outlet based in Shanghai)

#### KEY ACHIEVEMENTS AND RESPONSIBILITIES

- Demonstrated consistently strong commercial and journalistic aptitudes

- Worked closely with the Listings Editor, devising and writing informative and engaging articles for the website (particularly travel pieces and “how to” articles that deal with common issues facing ex-pats in Shanghai)
- Acquired invaluable experience of working as part of a team in a fast-moving office environment
- Gained experience in photography and using drones
- Worked with various Chinese social media platforms such as WeChat and XiaoHongShu (Little Red Book)



#### **PRIVATE ENGLISH TUTORING | ON AND OFF BETWEEN SEPTEMBER 2017 AND MAY 2019**



#### **Hiiiclass (private English tutoring service) & FREELANCE**

##### **KEY ACHIEVEMENTS AND RESPONSIBILITIES**

- Taught four students ranging in age from three to six years old. I was also responsible for preparing my own informative lesson plans and maintaining a high level of engagement whilst teaching in Chinese
- Planned lessons and other core activities that helped students pass their IELTS exams in order to gain a scholarship and study in Australia

##### **EARLIER WORK EXPERIENCE**

- Bartender | The PubLove Company (*The Green Man*), London | October 2016 to January 2017
- Chef | Marylebone Sports Bar and Grill, London | November 2014 to April 2015
- Chef | Papa Johns, Birmingham | January to July 2013

## **Education**

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- **Goldsmith's University of London | 2013 to 2017**  
BA Degree in International Studies with Chinese  
Key Modules: International relations | politics | Britain's relationship with Europe  
One year abroad in Beijing (see below)  
Dissertations: *China's Resurgence as a Global Superpower and its Approach to Human Rights*
- **Capital Normal University, Beijing | 2015 to 2018**  
BA Degree in Chinese Studies  
Initially for one year studying Mandarin as part of the Goldsmith's programme, then went back for a second year to complete the Bachelor's.  
Key Modules: Language, culture, economics and trade  
Dissertations: *The Effect of Market Inflation on Football in England and China* (written in full Chinese)
- South Bromsgrove High School and Sixth Form | 2008 to 2013  
A Levels: Religious Studies (A), History (A) and Geography (B)

## **Extracurricular Achievements**

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- Bronze, Silver and Gold Duke of Edinburgh Awards
- Participated in a three-week project in Beijing run by a speech synthesis company, helping develop software to teach English as a foreign language
- Played an integral part in the team organising the 2012 PAPYUS Charity Run to help prevent suicide among young persons in the UK: the event raised over £6,700. Created online promotional campaigns to publicise the event, making use of social media platforms as well as conventional publicity materials such as flyers

## **Driving**

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- Full, clean driving licence

**References are available on request**