

# David Liu

(c) 07000000000 (E) davidloman803@gmail.com

## Professional Profile -----

I am a Mandarin Chinese and English bilingual who has a strong interest in digital marketing and E-business. My professional marketing work experience includes position such as digital marketing intern at Richmond English School as well as an online digital marketing certificate (Google Square Online).

My LinkedIn - <https://uk.linkedin.com/in/taweiliudavid>

## Core Competencies -----

- **Digital marketing**
- Customer service
- **Public relations**
- Team work (also virtual)
- English skill: IELTS 6.5 certificate
- Language: fluent in **Mandarin** & English
- Technical skills: Microsoft Word, Excel, and PowerPoint etc.

## Certification -----

### **Squared online digital marketing course (graduate on Oct 2015)**

The digital marketing qualification developed with Google. This online course consists of 5 modules, covering Google search, display, Adwords and **analytics** alongside with group projects for example, business plan, marketing proposal and measurement proposal etc.

- A highly interactive learning experience and collaboration
- Virtual team work and collaboration on group projects
- Over 130 hours of practical learning over 5 months

## Work Experiences -----

09/2016- present **Taiwanese student society, London**

President of Birkbeck Taiwanese student society  
PR in Student Union of Taiwan in the UK (Surocuk)

01/2016- 12/2016 **Charles Tyrwhitt, London**

Sales Associate (Full-time)

Operated in the men's shirts division, successfully turning uncertain clients into firm purchases. Regularly assisting clients to make purchases, while still maintaining highest level of overall client satisfaction.

011/2015- 01/2016 **Richmond English School, London**

Digital marketing intern (Part-time)

Develop a digital marketing plan to help company tap into a new market- Taiwan, South Korea and Hong Kong

\* Target Asian students who are coming with working holidays visa

\* Set up digital marketing campaign using Google marketing tools

12/2014 – 09/2015 **Hippodrome Casino, London**

Host Concierge (Full-time)

Work closely with teammates to provide customer service for all guests of the company and exceed the guests' expectations.

06/2013- 06/2014 **Newstar Information Consultants Co., Ltd, Taiwan**

Marketing specialist (Full-time)

Arrange a variety of functions and features creatively on mobile app for a wide range of businesses to both improve corporate image and effectively reduce operational cost.

\* Seek potential clients; plan and realize projects for companies

\* Liaise with engineers and designers for better integration to achieve business performance.

## **Education** -----

10/2016- 10/2017 Birkbeck University College of London, London, United Kingdom

MSc in Business Innovation with E-Business

**[References available upon request]**