**蒋晟** (JIANG Sheng)



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**工作经历**

09/2010-03/2015 **上海市黄浦区商务委员会 上海，中国 主任助理/团支部书记**

* **工作职责**
* 协助商务委主任负责商业、电子商务、中小企业孵化等产业创新工作，包括产业研究、招商引资、企业服务、市场活动策划执行等
* **主要业绩**
* **牵头并成功打造中国商业品牌电商化发展论坛，为区电商发展制造事件营销**

1、通过论坛，在2013年带动**6倍市场投资**，在2014年带动**8倍市场投资**

2、通过论坛，**为黄浦区吸引超过300万人民币的投资**，引进2个极具代表性和成长潜力的O2O品牌，推动区内5家企业发展线上销售业务

3、通过论坛，推动普华永道价值链转型服务全球主管合伙人曾仕庭、零点咨询集团董事长袁岳、腾讯集团高级执行副总裁刘胜义、云像集团联合创始人兼首席运营官安士辉、大众点评网高级副总裁龙伟、《商业评论》（原《哈佛商业评论》中文版）出版人曹阳等，与中国贸促会、上海市政协、上海市商务委、上海市黄浦区政府建立联系并达成合作，共同服务于上海内、外资传统商业品牌的全渠道发展

4、通过论坛，成功帮助普华永道、瑞金麟、腾讯集团登上新华社、《经济日报》、《解放日报》、《劳动报》、《东方早报》，东方网、凤凰网、新浪、搜狐等**23家媒体的时政要闻或经济新闻头版**，其中6家媒体作深度报道

* **牵头策划并拍摄黄浦区商业创新纪实片，通过植入式营销服务企业**

1、成功邀请**麦肯锡亚太区董事长**、**《商业评论》出品人忻蓉**点评案例

2、成功邀请**黄太吉创始人**赫舍里·畅、**爱马仕·上下创始人**蒋琼耳、**魅力惠创始人**、前欧莱雅集团大中华区总裁Thibault等5位企业家参与拍摄，用于向市、区领导，中外企业来宾介绍推广，为企业家及其品牌作植入式营销

* **指导云像集团（国内领先的电子商务代运营商）联合创始人兼首席运营官安士辉先生开拓南方市场业务和实施战略转型。**吸引瑞金麟将全国总部从北京迁至上海；用不到2年时间，帮助瑞金麟**获得9个内、外资商业品牌近2000万人民币**的线上代运营业务
* **指导黄太吉品牌创始人赫舍里·畅先生开拓南方市场业务。**吸引黄太吉将全国总部从北京迁至上海；帮助黄太吉在黄浦区**开出南方市场首家店铺**，销售火爆
* **课题经验（部分）**
* 《对接上海科创中心建设 黄浦区子课题（商业创新）》
* 《黄浦区商业发展“十二五”规划》
* 《黄浦区商业创新三年行动计划》
* 《黄浦区总部经济调研报告》
* 《黄浦区商贸服务业发展报告》
* 《上海国际黄金珠宝商贸功能区总体规划》

**教育背景**

**清华五道口-康奈尔大学金融双学位MBA 首届班预录取（因体制原因放弃）**

**复旦大学**

09/2003-07/2010 博物馆学，研究方向：博物馆产业化运营史学硕士

* GPA: **3.62**/4.00 排名:**1**/20

09/2003-07/2007 博物馆学 史学学士

* GPA: **3.68**/4.00 排名:**1**/50

**耶鲁大学 公派交流**

06/2006-08/2006 英语语言文学、计算机算法与编程

* GPA: **4.00**/4.00 排名:**1**/42

**实习经历**

01/2009-03/2009 **联合利华(NYSE: UN) 上海, 中国 某品牌市场部实习生**

* 收集市场信息。通过走店，收集与产品有关的市场信息和竞争者信息，制作分析报告
* 沟通协调项目。根据项目进展情况，负责与外部供应商、媒体、内部沟通
* 与跟进，确保产品包装设计、捆绑销售、批发商促销等市场活动的顺利进行
* 分析销售数据。对某品牌旗下3类产品在3大销售区域、5大销售点的数据进行挖掘，
* 分析品牌销售额、占有率、仓储情况、促销效果等，为市场部经理决策提供数据支持

11/2007-11/2008 **埃森哲（NYSE: ACN）** **上海, 中国** **咨询项目实习生**

* 协助高级咨询师跟进6个项目，行业涉及医疗、快消等
* 开展多渠道信收集与分析，包括cold call、深度访谈等
* 用PPT撰写中英文报告，部分报告内容直接用于向客户提交的最终报告中

**奖励荣誉**

2013 **黄浦区总工会 黄浦区工人先锋号、黄浦区招商引资先进个人**

2012 **中共黄浦区委员会、黄浦区人民政府** **嘉奖**

2007-2010 复旦大学，研究生奖学金 每学年获一等奖

2006 **耶鲁大学**，**国际交流生奖学金** **一等奖**

2004 复旦大学 优秀学生干部、三好学生

2003-2007 复旦大学，人民奖学金 每学年获一/二等奖

**个人技能**

文笔 **文笔精炼出众**，牵头撰写政府、商业、文化艺术、互联网等多个领域的各类文案累计超过500份

英语 **听说读写译能力出众，**TOEFL: **630**/677, TWE: **5.5**/6.0 CET6: 优秀

计算机 精通Excel, PowerPoint, Word，熟悉Photoshop

**自我描述**

核心竞争力 4年政府基层产业经济部门工作经历，2年项目管理经验，在政策分析、平台战略、跨产业融合创新发展等方面拥有**丰富的项目经验**

**文化、商业复合型人才**

高度的责任感与超强的执行力，**善于将新思路、新想法变为现实**

在**商业、IT、文化创意产业**政府拥有**优质人脉，极强的资源联动、人脉拓展与创新能力**

**期望薪资**

20,000-25,000 RMB/月（税前）

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**WORK EXPERIENCE**

09/2010-03/2015 **Department of Commerce, Huangpu District Government, Shanghai Assistant to Director**

* **Job Responsibilities**
* In charge of cross-over innovation projects and network, including industry research, policy research, investment attraction, and corporate services for leading companies of e-commerce, retailing, and cultural and creative industry.
* Report to: Mr. ZHANG Jie, Director of Dept. of Commerce, Huangpu District Government, Shanghai
* **Main Achievements**
* **Implement platform strategy and successfully initiate E-China Forum**

1. Successfully **gained sponsorship** from main players of business consulting, e-commerce, financial media in China, **covering 65%** of the total expense in 2013, and **90%** of that in 2014. Sponsors including PricewaterhouseCoopers China,Alibaba Group (NYSE: BABA) , Tencent, Horizon-China, *Harvard Business Review(Chinese Version ),* Rkylin

2. Successfully **attracted over 200,0000RMB investment** to Huangpu District, and propelled 5 commercial brands in Huangpu District to develop e-commerce and implement omni-channel development strategy

3. Successfully helped the following entrepreneurs/CEOs to establish business relations with government officials on Central Government level, Shanghai Municipality Government level, and Huangpu District level: Mr. Steven Tseng, Global Value Chain Transformation Network Leader of **PricewaterhouseCoopers**, Mr. YUAN Yue, Founder and CEO of **Horizon-China**, Mr. LIU Shengyi, Senior Vice President of **Tencent**, Mr. LONG Wei, Co-founder and Senior Vice President of **dianping.com**, Mr. AN Shihui, Co-founder and COO of **Rkylin Group**, Mr. CAO Yang, Producer of ***Harvard Business Review****(Chinese Version )*

* **Assist in the implementation of financial innovation projects**

1. Accelerated the development of internet finance by collaborating with the Shanghai Financial Services Office and the Huangpu District Financial Services Office, successfully **introduced 11 promising internet finance companies** to Huangpu District, such as CITIC Factoring Co., Ltd.

2. Participated in the overall design of financial system of Huangpu District, with the aim of providing financial support for the real economy

* **Facilitate Mr. Steven Tseng, Global Value Chain Transformation（VCT）Network Leader of PricewaterhouseCoopers, to develop VCT business in China**
* **Help Mr. AN Shihui, Co-founder and COO of Rkylin Group, to develop business in Southern China market and implement strategic transformation**

**EDUCATION**

**Fudan University**

09/2007-07/2010 Museum Studies M.A. in History

Research and Practice Field: museum industrialization

* GPA: **3.62**/4.0 Rank: **1**/20

09/2003-07/2007 Museum Studies B.A. in History

* GPA: **3.68**/4.0 Rank: **1**/50

**Yale University Exchange Program**

06/2006-08/2006 English Literature, Elements of Computing

* GPA: **4.0**/4.0 Rank: **1**/21

**INTERNSHIP EXPERIENCE**

01/2009-03/2009 **Unilever (NYSE: UN) Shanghai, China Marketing Intern**

* + Collect market intelligence through field-marketing
  + Coordinate with external agencies/vendors/media for marketing activity planning and executing
  + Assist in data analysis to help manger work out solution, including sales data, share data, inventory data, program tracking data, etc.
  + Handle daily office work, including budget update, timely payment, effectively project followup, etc.

11/2007-11/2008 **Accenture (NYSE:ACN) Shanghai, China Project Intern**

* + Search and synthesize information through desktop research, data analysis and interviews
  + Analyze business model feasibility based on industry trends, key players’ performance, customer preference, related laws and regulations, etc., supporting to analytic decision
  + Actively participate in face-to-face depth interviews, write interview memos for client
  + Write part of final report

**HONORS&AWARDS**

2013 **Huangu District Government, Honored Staff for Investment Attraction**

2012 **Huangu District Government, Commendation**

2009 Fudan University, Scholarship for Graduate Students, **1st Place**

2006 **Yale University, Basic & Merit Scholarship**

2004 Fudan **Excellent Leader, Excellent Student**

2003-2007 Fudan University, People’s Scholarship, **1st Place** & 2nd Place

**PERSONAL SKILLS**

**Language Proficiency** Excellent communication skills with proficiency in English, Mandarin, and Shanghai Dialect

**Computer Proficiency** Master of Microsoft Excel, PowerPoint and Word**;** Frequent user of Adobe Photoshop

**Core Competency** Broad vision and deep industry insights gained from 4-year government working experience

Solid networking in e-commerce, retailing, cultural and creative industry, and local government

Detail-oriented, creative and collaborative, with the ability to get things done